

Zesty Ink

Building a Bold Fashion Brand Into a Premium Digital Commerce Experience

Industry: Fashion & Beauty

Services: Branding, eCommerce Website Design, Shopify Development, UI/UX, Product Strategy, Digital Experience

Platform: Shopify

Project: Brand & eCommerce Experience

Client: Zesty Ink

Your Brand Deserves Better.

Zesty Ink was created for people who don't want to blend in.

The brand needed more than an online clothing store. It needed a digital identity that could communicate confidence, individuality, fashion, and modern luxury while giving customers a smooth path from discovering a product to making a purchase.

Solven Media was brought in to turn that vision into a complete digital experience.

The Brand

Fashion Designed for Self-Expression

Zesty Ink is a contemporary fashion and lifestyle brand built around boldness, individuality, and personal expression.

The brand brings together fashion-forward products for both men and women, with an expanding vision that goes beyond clothing into beauty and lifestyle.

Its philosophy is simple:

Don't do basic.

Zesty Ink aims to give customers products that help them express their personality rather than simply follow trends.

That meant the digital experience needed to feel just as distinctive as the products themselves.

The Challenge

The Brand Needed More Than a Store

One of the biggest challenges for emerging fashion brands is creating a digital experience that feels like a **real brand**, rather than simply another online catalog.

Zesty Ink needed to establish:

- A recognizable visual identity
- A premium fashion aesthetic
- A clear product hierarchy
- Separate shopping experiences for different categories
- A mobile-friendly shopping journey
- A scalable eCommerce infrastructure
- A stronger connection between branding and commerce
- A foundation for future marketing campaigns

The website needed to accomplish two things simultaneously:

Build desire and make purchasing easy.

This balance became the foundation of our entire strategy.

Our Objective

Turn Zesty Ink Into a Digital Fashion Experience

Our goal wasn't simply to make the website look attractive.

We wanted every part of the experience to answer one question:

“Does this feel like a brand people want to be part of?”

The project focused on five key objectives:

01. Establish the Brand

Create a consistent visual direction that could be used across the website, social media, campaigns, and future marketing.

02. Create a Premium Experience

Move away from a basic eCommerce template and create an experience that feels editorial, modern, and fashion-led.

03. Simplify Product Discovery

Organize products into clear categories so customers could quickly discover what interested them.

04. Build for Conversion

Design the shopping experience around product discovery, trust, clear calls-to-action, and a straightforward purchasing journey.

05. Build for Scale

Create an eCommerce foundation that could support new collections, campaigns, products, beauty categories, and future growth.

Our Approach

Strategy Before Design

We approached Zesty Ink as a **brand experience**, not simply a website development project.

Our process combined:

Brand Strategy → Visual Direction → UX Architecture → UI Design → Shopify Development → Product Setup → Launch Strategy

Every decision had to work from both a creative and commercial perspective.

Fashion websites compete heavily on visual appeal, but premium design alone doesn't guarantee conversions. Strong fashion eCommerce experiences also need intuitive product discovery, clear information architecture, and a frictionless purchase journey.

The Visual Direction

Bold. Clean. Fashion-First.

For Zesty Ink, we wanted the products and imagery to do most of the talking.

Instead of filling the interface with unnecessary elements, we built the visual direction around:

- Strong imagery
- Clean layouts
- Modern typography
- Generous spacing
- Clear product hierarchy
- Minimal distractions
- Strong CTAs
- Editorial-style presentation

The result is an experience that feels more like a **fashion publication combined with an online store** than a traditional eCommerce catalog.

The Website

A Digital Storefront Built Around the Customer

The website was structured to make browsing feel natural.

Visitors can enter the brand through the homepage and quickly move toward the category that interests them.

Core Shopping Categories

Women

Fashion-forward pieces designed around contemporary styling and self-expression.

Men

Statement pieces and everyday styles designed for customers who want their clothing to stand out.

Beauty

A growing category designed to extend Zesty Ink beyond fashion and into a broader lifestyle ecosystem.

This structure gives the brand room to grow without requiring a complete redesign every time a new product category is introduced.

Homepage Experience

Making the First Impression Count

The homepage was designed to introduce the brand before introducing individual products.

Instead of immediately overwhelming visitors with a product grid, the experience focuses on:

Brand → Lifestyle → Collection → Product → Purchase

This creates a stronger emotional connection before asking the visitor to buy.

The homepage acts as both:

A brand statement

and

a shopping gateway.

Product Discovery

From Browsing to Buying

Fashion shoppers often browse before they know exactly what they want.

Because of this, product discovery became a major part of the UX strategy.

We focused on creating:

- Clear collections
- Logical product organization
- Strong product imagery
- Easy browsing
- Simple product selection
- Clear purchasing actions
- Consistent product presentation

The objective was to reduce the amount of thinking required from the customer.

Less friction. More exploration. More opportunities to purchase.

Product Presentation

Let the Product Be the Hero

A fashion website can easily become too busy.

Too much copy, too many badges, too many colors, and too many competing elements can take attention away from the actual product.

For Zesty Ink, we used a cleaner product presentation so customers could focus on:

What is it?

How does it look?

How does it fit my style?

Can I buy it?

That simplicity helps maintain the premium positioning of the brand.

Mobile-First Experience

Designed for the Way Fashion Is Actually Discovered

A major part of the experience was designing for mobile behavior.

Fashion discovery increasingly happens through social media, where customers move from:

Instagram / TikTok → Website → Product → Checkout

That means the website has to continue the same visual experience after the customer leaves social media.

The Zesty Ink experience was therefore designed to remain clean and intuitive across different screen sizes.

Shopify Development

Commerce Infrastructure Behind the Experience

We developed the Zesty Ink store using Shopify, giving the brand a flexible foundation for managing products, collections, inventory, orders, and future growth.

The Shopify environment allows the brand to:

- Add new products
- Create collections
- Manage inventory
- Process orders
- Run promotional campaigns
- Capture customer emails
- Scale product categories
- Expand its marketing ecosystem

The technology stays in the background.

The customer experience stays in the foreground.

Brand Experience

Consistency Beyond the Website

We didn't treat branding and website development as two separate projects.

The visual direction was created to give Zesty Ink a foundation that could extend across:

- Website
- Instagram
- TikTok
- Product campaigns
- Paid advertising
- Email marketing
- Influencer collaborations
- Product launches
- Promotional campaigns

This creates consistency every time a customer encounters the brand.

Marketing Foundation

Built for Growth, Not Just Launch

The website was designed with future marketing activity in mind.

Zesty Ink's growth strategy can be built around multiple acquisition channels, including:

Organic Social

Instagram and TikTok content designed to create awareness, product desire, and community.

Paid Advertising

Meta advertising campaigns focused on product discovery, retargeting, and conversion.

Influencer Collaborations

Strategic collaborations with creators whose audiences match the Zesty Ink customer.

Email Marketing

Building an owned audience instead of depending entirely on social media algorithms.

Product Launches

Creating campaigns around new collections, limited releases, seasonal products, and promotional moments.

The goal is to create a system where:

Content brings attention.

The website creates desire.

The product creates the sale.

Email brings the customer back.

The Customer Journey

From Scroll to Sale

We designed the ecosystem around a simple customer journey:

1. DISCOVER

A customer sees Zesty Ink through social media, creators, advertising, or organic content.

↓

2. EXPLORE

They arrive at the website and immediately experience the brand's visual identity.

↓

3. BROWSE

They explore Women, Men, Beauty, or specific collections.

↓

4. CONSIDER

Strong product imagery and information help them evaluate the product.

↓

5. PURCHASE

A clear and straightforward shopping experience makes the next step obvious.



6. RETURN

Email marketing, social content, new collections, and remarketing bring customers back.

The Design Philosophy

Luxury Without Overcomplication

Our approach was inspired by a simple principle:

Premium doesn't mean complicated.

The best luxury experiences often rely on restraint.

Instead of adding more elements, we focused on making the right elements stronger:

Better imagery.

Better spacing.

Better hierarchy.

Better typography.

Better product presentation.

Better user flow.

This allowed Zesty Ink's personality to come through without sacrificing usability.

What We Delivered

Brand & Creative

- Brand direction
- Visual identity direction
- Fashion-focused creative strategy
- Digital brand positioning
- Visual consistency guidelines

UI/UX

- Website architecture
- Customer journey planning
- Navigation structure
- Collection organization
- Product experience
- Mobile-first UX
- Conversion-focused CTA placement

Shopify

- Shopify store development
- Theme customization
- Product setup
- Collection setup
- Navigation
- eCommerce configuration
- Responsive implementation

Growth Foundation

- Social commerce strategy
- Product launch structure
- Email capture strategy
- Influencer collaboration direction
- Paid advertising foundation
- Content-to-commerce journey

The Outcome

A Brand That Looks Ready for Its Next Chapter

The result wasn't simply a new website.

Zesty Ink now has a digital foundation capable of supporting the next stage of the brand.

The experience brings together:

Branding + Fashion + eCommerce + UX + Marketing

into one connected ecosystem.

The website gives Zesty Ink a stronger platform to showcase its products, build its audience, launch collections, and create a recognizable digital presence.

Most importantly, the experience was built with **growth in mind**.

The Bigger Vision

From Fashion Store to Lifestyle Brand

Zesty Ink has the potential to become more than an online clothing store.

With fashion, beauty, creator collaborations, social commerce, and future product categories, the brand can evolve into a broader lifestyle destination.

Our work created the digital foundation for that evolution.

The next chapter is about turning that foundation into a growing community.

The Solven Media Difference

We Don't Just Build Websites.

We build digital experiences around the business.

For Zesty Ink, that meant understanding that the website wasn't the final product.

It was one part of a larger system:

Brand Identity



Content



Social Media



Website



Product Discovery



Conversion



Customer Retention

That's how we approach every project at Solven Media.

Because a beautiful website that doesn't support the business isn't enough.

Your Brand Deserves Better.

Project Snapshot

Category	Details
Client	Zesty Ink
Industry	Fashion & Beauty
Project	Brand & eCommerce Experience
Platform	Shopify
Services	Branding, UI/UX, Shopify Development, eCommerce Strategy
Audience	Fashion-conscious men & women
Primary Goal	Build a premium digital commerce experience
Focus	Brand perception, product discovery, UX & conversion
Channels	Website, Instagram, TikTok, Email, Paid Media, Influencers