

Building a website for the fashion store Chảnh Boutique - Ha Long - Quang Ninh.

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Abstract: In the context of the increasingly developing digital economy, building a specialized website system for the Chảnh Boutique fashion store in Ha Long, Quang Ninh province has become extremely necessary. This project aims to design and deploy a website interface that optimizes customer experience while integrating modern technologies to enhance the store's business efficiency. The research method combines theoretical surveys on web development with practical web application construction. The expected result is a robust, user-friendly website system that helps Chảnh Boutique strengthen customer reach and competitiveness in the local fashion market.

Keywords: Fashion website, Ha Long, Quang Ninh, web development, business management