

Designing the catalogue for the fashion brand Clara

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Abstract: In fashion business practice, designing a catalog is an important step to introduce products to customers. This topic focuses on the necessity of creating an effective catalog for the Clara brand, with the goal of optimizing the process of product discovery and selection through images and detailed information. Through theoretical research on user interface design and practical implementation of a digital catalog system, the topic will contribute a solution that integrates aesthetic and functional elements into an online catalog. The expected outcome is an easy-to-use catalog system that increases engagement and boosts sales for Clara.

Keywords: Catalog design, Fashion, Digital technology