

Confidential

Notes:

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Search

GO

Ceremony

Haircare

Styling

Fragrance

Ingredients

Brand Buzz

Salon Locator

Complimentary Shipping



Brand Impression
(Featured product or message)

Featured Editorial Content:

- Videos
- Recent Events
- Beauty Tips
- etc...

Favorites and Awards:

- Best Sellers
- Stylist Favorites
- Recent Awards
- etc...

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Category Template:
Gallery Approach

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PROJECT

Ecommerce Web Site

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Ceremony Haircare Styling Fragrance Ingredients Brand Buzz Salon Locator

Complimentary Shipping 2

The Art of Ceremony

Lorem ipsum dolor sit amet, consec tetuer adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consec tetuer adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ume Video

Take Video

Matsu Video

Ume - Plum

Lorem ipsum dolor sit amet, consec tetuer adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Find a Salon

Take - Bamboo

Lorem ipsum dolor sit amet, consec tetuer adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Find a Salon

Matsu - Pine

Lorem ipsum dolor sit amet, consec tetuer adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Find a Salon

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Notes:

- Users will navigate from ceremony landing page to a video detail page for each ceremony video.

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2

Collection

- Full Shimmer
- Moisture Velvet
- Silk Bloom
- Muroto Volume

Type of Hair

- Natural to Color Treated
- Dry
- Damaged
- Fine

Precious Ingredients

- Musk Rose Oil
- Camelia Oil
- Argan Oil
- Depsea water

Fragrance

- Rose of Japan
- Camellia Petal
- Milky Almond

Content Promo

Content Promo

Haircare

Ad Promo

Roll over product images for description and pricing

Moisture Velvet
Camellia oil

Lorem ipsum dolor sit amet, consec etuer adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Shampoo	10 floz/300ml	QTY <input type="checkbox"/>	\$40.00	View
Conditioner	8 floz/250ml	QTY <input type="checkbox"/>	\$40.00	View
Treatment	6 floz/200ml	QTY <input type="checkbox"/>	\$40.00	View

[Add to Bag](#)

Become a member for **Automatic Replenishment**

All Haircare

Recieve email [Sign up](#)

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Notes:

- Items in left navigation will highlight on roll over. On select the main carousel will rotate to display chosen item in center.
- Clicking on any item in the main viewer will take the user directly to the corresponding product line page.
- Arrow indicates horizontal navigation when more then three items are indicated. Arrow will switch direction when non-visible items are to the right of main viewer.
- Thumbnail of all associated product lines on bottom will highlight on mouse over. Selecting thumbnail will rotate the carousel to display chosen items in center of main viewer.
- Maximization of canvas space and display for larger scale product images will be addressed further as part of design.

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Collection

- Full Shimmer
- **Moisture Velvet**
- Silk Bloom
- Muroto Volume

Type of Hair

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- Musk Rose Oil
- Camelia Oil
- Argan Oil
- Depsea water


Fragrance

- Rose of Japan
- Camellia Petal
- Milky Almond


All Haircare >

Moisture Velvet

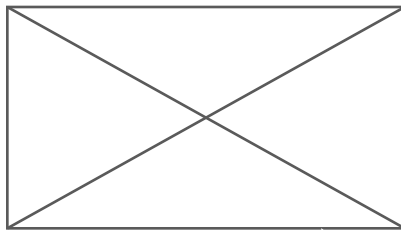
Lorem ipsum dolor sit amet, conseq tetuer adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



Nourishing Shampoo
 Lorem ipsum dolor sit amet, conseq tetuer adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
 \$40.00 10 floz/300ml QTY



Nourishing Conditioner
 Lorem ipsum dolor sit amet, conseq tetuer adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
 \$40.00 10 floz/300ml QTY



Nourishing Treatment
 Lorem ipsum dolor sit amet, conseq tetuer adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
 \$40.00 6 floz/200 ml QTY

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Notes:

- Clicking on any item in the main viewer will take the user directly to the corresponding product detail page.
- View Item detail, Buy Now quick shop and Add to Bag options are available at this level of navigation. Buy Now takes the user directly to shopping bag page. Add to Bag simply adds item to bag without effecting navigation, while added item is reflected in the bag icon in the upper right corner of page.

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Collection

- Full Shimmer
- Moisture Velvet
- Silk Bloom
- Muroto Volume

Type of Hair

- Natural to Color Treated
- Dry
- Damaged
- Fine

Precious Ingredients

- Musk Rose Oil
- Camellia Oil
- Argan Oil
- Depsea water

Fragrance

- Rose of Japan
- Camellia Petal
- Milky Almond

Content Promo

Content Promo

All Haircare > Moisture Velvet

Ad Promo

Become a member for
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Moisture Velvet Nourishing Treatment

For Dry Hair

Infused with rich Camellia oil to nourish, soften and rebalance moisture in dry hair.

Derived from Camellia Japonica, this unique oil was traditionally used by Geisha to soften, smooth and enhance the beauty of hair.

Technique
 Lorem ipsum dolor sit amet, conset tetuer adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet

\$40.00
6 floz/200ml
QTY

[Add to Bag](#)
[Add to Favorites](#)
[Send to a Friend](#)
[Print](#)

We also recommend....

Haircare 1

Haircare 2

Styling 1

Stylist Comments

"Lorem ipsum dolor sit amet, conset tetuer adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet" [more >>](#)

Customer Comments

"Lorem ipsum dolor sit amet, conset tetuer adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet" [more >>](#)

Recieve email

Sign up

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Notes:

- Add to Favorites will add product to the members profile. Non members will be prompted to register.
- Users can select Send to a Friend to email direct links to product pages by prompting a pop up that does not affect main interface.
- Users can print product detail pages with print styles defined through css.
- Stylist & Customer comments will link to content sub pages for a particular product.
- We also Recommend related products will be assign the related haircare and either a rotating or assigned 3rd styling product.

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2

Collection

- Depsea Moisture Foundation
- Depsea Smoothing Foundation
- Depsea Repair Foundation
- Liquid Fabric
- Irondesign
- Fiber Lift
- Shape Paste
- Silk Mesh
- Satin Design
- Silk Oil
- Sheer Lacquer

Effect

- Refining
- Protection
- Texturizing
- Volumizing
- Sculpting
- Polishing
- Smoothing
- Curl
- Straightening
- Finishing

Type of Hair

- Fine
- Course/Unruly
- Short
- Medium
- Long

Origins of Depsea Water

Content Promo

Styling

Refine, Define, Smooth & Sculpt

Ad Promo

Roll over product images for description and pricing

Silk Oil

Camellia Smoothing Fluid

Lightweight serum helps define styles with a silken touch. Helps provide frizz-control for a smooth, flawless effect.

\$40.00 1.7 floz/50 ml QTY [View](#) | [Add to Bag](#)

All Styling

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Notes:

- Selecting any of the product names in the left navigation will take the user directly to the corresponding product detail page.
- Selecting any of the descriptive terms under Effect and Hair Type in the left navigation will take the user to a product line page as illustrated in haircare (same template will apply in Styling). Sub pages will be grouped and created accordingly.
- Arrow indicates horizontal navigation of carousel. Arrow will switch direction when non-visible items are to the right of main viewer.
- Thumbnail of All Styling products on bottom will highlight on mouse over.
- Maximization of canvas space and display for larger scale product images will be addressed further as part of design.
- The Origins of Depsea promo in the left hand navigation demonstrates promoted content opportunity. Multiple promo items are possible in this area, space dependent. Display will be addressed more directly as part of the design.

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Complimentary Shipping

- Collection**
- Depsea Moisture Foundation
 - Depsea Smoothing Foundation
 - Depsea Repair Foundation
 - Liquid Fabric
 - Irondesign
 - Fiber Lift
 - Shape Paste
 - Silk Mesh
 - Satin Design
 - **Silk Oil**
 - Sheer Lacquer

- Effect**
- Refining
 - Protection
 - Texturizing
 - Volumizing
 - Sculpting
 - Polishing
 - Smoothing
 - Curl
 - Straightening
 - Finishing

- Type of Hair**
- Fine
 - Course/Unruly
 - Short
 - Medium
 - Long

[Origins of Depsea Water](#)

[Content Promo](#)

All Styling >

[Ad Promo](#)

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Silk Oil

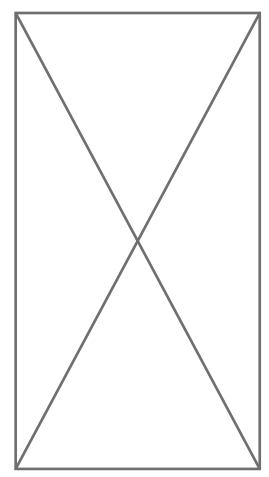
Camellia Smoothing Fluid for All New Hair Types

Smoothes hair with lasting control, natural shine and a weightless finish.

Usage: Pump into hands and distribute evenly through towel-dry hair before blow-drying or on dry hair for finishing touches.

Technique

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\$40.00 6 floz/200ml QTY [Add to Bag](#)
[Add to Favorites](#)
[Send to a Friend](#)
[Print](#)

We also recommend....



Styling 1



Styling 2



Haircare 1

Stylist Comments
 "Lorem ipsum dolor sit amet, conset tetuer adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet" [more >>](#)

Customer Comments
 "Lorem ipsum dolor sit amet, conset tetuer adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet" [more >>](#)

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Notes:

- See page 6

Checkout

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PROJECT

Ecommerce Web Site





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Shopping Bag

PRODUCT NAME	SIZE	PRICE	QTY	TOTAL	
 Full Shimmer Illuminating Shampoo	10 floz/300 ml	\$40.00	<input type="text" value="1"/>	\$40.00	Remove Replenishment Service <input type="text" value="No Replenishment"/>
 Full Shimmer Illuminating Conditioner	8 floz/250 ml	\$40.00	<input type="text" value="1"/>	\$40.00	Remove Replenishment Service <input type="text" value="2 weeks"/> <input type="text" value="No Replenishment"/> 4 weeks 6 weeks 8 weeks 10 weeks 12 weeks
 Full Shimmer Illuminating Treatment	6 floz/200 ml	\$40.00			
 Depsea Moisture Foundation	1.7 floz/50 ml	\$40.00	<input type="text" value="2"/>	\$80.00	Remove Replenishment Service <input type="text" value="No Replenishment"/>

We Also Recommend...



Product Name



Product Name



Product Name

\$100 or more enjoy
COMPLIMENTARY STANDARD
SHIPPING

Become a member for
Automatic Replenishment

Have you made changes?

SUBTOTAL \$240.00

SHIPPING & TAX [Enter Zip Code or Country](#)

Get email

Notes:

- Recommended products can be randomly populated and/or results may be driven based on object relations assigned for product detail pages.

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Complimentary Shipping

2

Proceed to Checkout without Registering

New Members

Register now to receive these exclusive Shu Uemura Art of Hair membership benefits!

- . Complementary standard shipping on orders over \$100
- . Automatic product replenishment
- . Preview and shop new products first
- . Email alerts to exclusive online promotions and events in your area
- . Option to save information for convenient shopping later

Become a Member

Registered Members

E-mail Address

Password

[forgot password?](#)

Sign In

Recieve email

Sign up

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Notes:

- Registered members will have the ability to store and edit shipping, billing, credit card info, favorites items and manage items for auto replenishment.
- Registered users will have option to use stored shipping, salon, billing and payment info during checkout process.

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Search

Ceremony | Haircare | Styling | Fragrance | Ingredients | Brand Buzz | Salon locator

Shipping | Salon Selection | Payment | Confirmation

Shipping

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

Title

First name*

Last name*

Address*

Apt, Suite or Floor #

City*

State*

Zip Code*

Day Phone*

(no spaces or dashes)

Confirmation Email*

- Please check if Billing Address is same as Shipping Address.
- Please check if you would like to receive our monthly newsletters.
- Save my information and register me for Shu style

Please select your preferred shipping method:

- USPS Standard Shipping (7-10 business days) \$7.95 \$0 - FREE SHIPPING
- Second Day Shipping (3-4 business days) \$17.00
- Next Day Shipping (1-2 business days) \$27.00

* Please allow one business day for processing of expedited orders before shipping

< Return to previous page

Continue with purchase >

Get email

Create My Style

Notes:

- Apt field cannot be required as it will create problems for users living in single family homes.
- Instances where billing address differs from shipping will require a additional billing address page repurposing the shipping page address form.

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Search

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Shipping

Salon Selection

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Confirmation

Payment

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

Select a credit card:

Visa

Card number (no spaces or dashes):

Expiration date:

Month Year

Name as it appears on card:

Security code (see card images)

- * Where is your Card Security Code?
- * Your credit card's security code is a 3- or 4-digit number located on its front or back. Details



< Return to previous page

Finish Purchase >

Get email

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Payment

Confirmation

Thank You!

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PRODUCT NAME	SIZE	PRICE	QTY	TOTAL
Full Shimmer Illuminating Shampoo	10 floz/300 ml	\$40.00	1	\$40.00
Full Shimmer Illuminating Conditioner	8 floz/250 ml	\$40.00	1	\$40.00
Full Shimmer Illuminating Treatment	6 floz/200 ml	\$40.00	1	\$40.00
Depsea Moisture Foundation	1.7 floz/50 ml	\$40.00	2	\$80.00

Shipping Address:

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SUBTOTAL	\$240.00
DISCOUNTS	\$0.00
TAX	\$19.80
SHIPPING	\$0.00

ORDER TOTAL \$259.80

ORDER EXPECTED TO ARRIVE Wednesday, March 27, 2008

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Notes:

- Estimated order arrival date will be calculated based on user's chosen shipping method standard practices. Functionality to be outlined further in forthcoming specification documentation and in line with INS system requirements.