

SOLVANE - Brand Identity System Prompt

Create a premium, modern and editorial identity system for a fictional contemporary fashion house named SOLVANE. The presentation must combine architectural tailoring with the tactile calm of refined everyday clothing.

SOLVANE reframes dressing as an intentional ritual: precise, materially expressive, quietly distinctive and designed to be lived in.

Brand personality

- Architectural
- Premium
- Progressive
- Minimal
- Tactile
- Human
- Confident
- Gender-inclusive
- Composed
- Design-led

Logo direction

Create a custom uppercase wordmark: SOLVANE.

- Elegant geometric construction with disciplined spacing and soft optical corrections.
- Distinctive treatment of the V and A without decorative gimmicks.
- Contemporary luxury character balanced with European editorial restraint.
- The result must feel memorable, calm and commercially ownable.

Typography and Verbal Hierarchy

Build a disciplined type system that can move from garment labels and product details to large campaign copy without losing coherence.

Primary display face

- Modern high-contrast or refined geometric sans serif.
- Bold, clean and highly legible at billboard scale.
- Use for campaign headlines, collection names and launch statements.

Secondary text face

- Neutral neo-grotesk or humanist sans serif.
- Designed for materials, fit notes, care directions and ecommerce copy.
- Refined spacing with excellent small-size readability.

Required hierarchy

- Hero headline
- Collection or garment name
- Material and construction line
- Fit or function callout
- Care and production information
- Body text and captions

Voice

- Clear rather than theatrical.
- Confident without exaggerated luxury language.
- Precise, intelligent and concise.
- Avoid trend slang, status anxiety and generic quiet-luxury cliches.

Colour and Material Language

Present the palette as a luxury editorial colour system with large swatches, textile references and disciplined contrast.

Core palette

- Chalk - warm bone-white foundation.
- Limestone - architectural beige and natural calm.
- Charcoal - authority, depth and tailoring.
- Ink - typography and information hierarchy.
- Oxide - muted rust for seasonal warmth.
- Moss - desaturated natural green.
- Midnight - deep blue-black evening tone.
- Brushed Silver - hardware and technical detail.

Material cues

- Fine Italian wool
- Heavy washed cotton
- Matte silk
- Brushed cashmere
- Structured linen
- Soft nappa leather
- Horn buttons and brushed aluminium hardware
- Uncoated premium paper, honed limestone and dark stained oak

Art direction

- Contemporary luxury fashion branding
- Editorial magazine grids
- Architectural campaign photography
- Material-led minimalism
- Bright directional light
- Quiet cinematic storytelling

Collection Architecture and Garment Family

Create one coherent ready-to-wear ecosystem rather than unrelated garments. Every piece must share the same structural DNA, material discipline and information logic.

Core collection

- Signature Wool Coat: long architectural overcoat, relaxed straight silhouette, softly structured shoulders, wide notched lapels, concealed fastening and deep side pockets.
- Sculpted Blazer: elongated single-breasted tailoring, softly squared shoulders, two-button closure and narrow welt pockets.
- Column Trousers: high-rise wide-leg construction, long front crease, minimal waistband and hidden fastening.
- Silk Column Shirt: relaxed matte-silk shirt, dropped shoulder, concealed placket and long cuffs.
- Structured Knit: fine-gauge merino or cashmere, high crew neck, sculpted shoulder line and minimal seams.
- Architectural Dress: long column silhouette, asymmetric folded neckline and controlled waist shaping.
- Leather Day Bag: soft rectangular nappa bag with folded construction and restrained brushed-silver hardware.
- Minimal Leather Shoe: square-toe loafer or low-profile ankle boot with clean upper and subtle hardware.

Every garment and object uses the SOLVANE wordmark, geometric plane symbol, disciplined colour coding and restrained product information.

- Do not change silhouette, closure, fabric, colour, hardware or proportions between scenes.

Collection behaviour

- Neutral architectural base with one controlled seasonal tone.
- No loud prints, oversized logos or decorative excess.
- Premium finishing used selectively, not everywhere.

Lifestyle Elements and Case Study Structure

Support the identity with a controlled visual world that communicates intelligence, movement, longevity and modern daily life.

Supporting elements

- Monumental limestone architecture
- Dark stained oak
- Brushed metal rails
- Natural stone floors
- Soft curtains and moving fabric
- Minimal city streets
- Coastal terraces
- Subtle rain reflections
- Cotton garment bags
- Leather accessories
- Quietly expressive casting

Case study sequence

- Cover
- Brand premise
- Logo presentation
- Logo construction
- Typography
- Colour and materials
- Collection family
- Product campaign
- Lifestyle photography
- Packaging and retail
- Outdoor advertising
- Mobile experience
- Website experience

Visual standard

- Photorealistic
- High-detail textile rendering
- Soft cinematic and natural light
- Generous negative space
- Editorial grid discipline
- Award-calibre brand presentation

Master Output Specification

Create the complete SOLVANE identity as an original Axontic concept. Maintain the identity lock across every generated image and every application.

Brand messaging

- Primary tagline: FORM, WITHOUT NOISE.
- Support: QUIETLY DISTINCT.
- Support: STRUCTURE IN MOTION.
- Support: DESIGNED TO BE LIVED IN.

Output

- Aspect ratio for campaign boards: 3:4 portrait.
- Ultra-high-resolution commercial presentation.
- Crisp text hierarchy and believable garment details.
- Realistic scale, fabric weight and physically plausible materials.
- No duplicate hero garments or models unless a group shot is explicitly requested.

Mandatory negative controls

- No misspelled SOLVANE wordmark or garment copy.
- No random crests, crowns, monograms or generic luxury symbols.
- No distorted seams, lapels, buttons, limbs or garment geometry.
- No impossible draping, floating clothing or synthetic glow.
- No copied layouts, logos, slogans or proprietary garments from existing brands.

Ownership line

Concept and prompt architecture: Axontic Technology Pvt. Ltd. Fictional demonstration brand; conduct trademark, material, labelling and production-compliance checks before commercial release.

SOLVANE - Premium Collection Campaign

Create a commercial collection hero scene featuring the complete SOLVANE ready-to-wear family arranged within a calm, high-end architectural set.

Scene foundation

- Use an asymmetrical composition of standing models and carefully placed accessories.
- Create clear height variation and depth without visual clutter.
- Place the Signature Wool Coat and Sculpted Blazer at the visual centre.
- Ensure every key silhouette remains visible and materially readable.

Environment

- Honed limestone or pale travertine gallery.
- Warm chalk architectural backdrop.
- Dark stained oak or brushed-metal elements used sparingly.
- Subtle floor reflections and clean shadow geometry.
- Bright, calm and premium atmosphere.

Garment Family and Look Lock

Show a coordinated collection while preserving exact structural consistency.

Required looks

- Look 01: Charcoal Signature Wool Coat, chalk silk shirt and ink Column Trousers.
- Look 02: Limestone Sculpted Blazer, chalk Structured Knit and charcoal trousers.
- Look 03: Midnight Architectural Dress with black low-profile ankle boots.
- Look 04: Oxide Silk Column Shirt with ink Column Trousers.
- Look 05: Moss Structured Knit with limestone wide-leg trousers.
- Look 06: Long charcoal coat over a complete midnight monochrome look.

Accessory family

- Soft rectangular black nappa Leather Day Bag.
- Square-toe leather loafers or low-profile boots.
- Brushed-silver SOLVANE symbol hardware used minimally.

Garment rules

- Full silhouette visible wherever possible.
- Product or look name below the SOLVANE wordmark in campaign applications.
- One short material or construction line only.
- No fake atelier seals, invented awards or unreadable filler copy.

Lighting, Materials and Environmental Styling

Render every garment as a physically real premium product photographed for a global collection launch.

Lighting

- Directional architectural light from one side.
- Soft studio fill preserving dark wool and light silk detail.
- Narrow rim light on coat edges, leather and brushed hardware.
- Long controlled shadows, not harsh black cut-outs.
- Crystal-clear highlights with no blown fabric texture.

Material rendering

- Dense matte wool with visible fibre and correct weight.
- Fluid matte silk with controlled highlights.
- Structured linen with realistic weave and edge behaviour.
- Fine-gauge cashmere and merino with subtle softness.
- Soft nappa leather with restrained grain.
- Realistic seams, hems, buttons, closures and contact shadows.

Supporting details

- One or two architectural props.
- A folded garment bag or leather object.
- Subtle fabric movement.
- A sculptural seat or low stone plinth.
- Keep all supporting objects subordinate to the garments.

Final Collection Prompt and QA

Final prompt

Produce an ultra-realistic SOLVANE collection campaign with six coordinated looks inside a monumental limestone gallery under bright directional architectural light. Use a disciplined editorial composition, exact garment geometry, natural casting and premium textile realism. The brand must feel intelligent, tactile and globally campaign-ready.

Quality checklist

- All wordmarks read SOLVANE.
- Every garment uses the assigned colour and material.
- No look or accessory is duplicated accidentally.
- Lapels, closures, pockets and hems remain consistent.
- Garments are not warped, fused or floating.
- The scene is premium, not theatrical or costume-like.

Output line

- 3:4 portrait.
- Commercial fashion photography.
- Behance-style identity presentation.
- No watermark, no third-party branding, no copied garments.

SOLVANE - Premium Lifestyle Campaign

Create a cinematic lifestyle campaign that makes refined dressing feel like a natural part of an elevated daily routine.

Creative premise

- Follow a stylish professional moving through a bright contemporary environment.
- The subject should communicate calm confidence rather than perform an exaggerated runway pose.
- The SOLVANE garment or accessory must be visible, physically plausible and naturally integrated.

Approved interactions

- Fastening the Signature Wool Coat before leaving home.
- Carrying the Leather Day Bag through a quiet city street.
- Adjusting a blazer cuff inside an architectural lobby.
- A genuine transitional moment between home, work and evening.
- Walking through an architectural setting with natural garment movement.

Talent, Wardrobe and Garment Interaction

Cast contemporary, globally relevant adult talent with natural grooming and believable behaviour.

Wardrobe

- Signature coat, sculpted blazer, silk shirt, wide trousers, structured knit or architectural dress.
- Minimal square-toe shoes or low-profile boots.
- Restrained silver jewellery and one modern watch.
- No loud logos, visible labels or trend-heavy styling.

Performance

- Relaxed shoulders and natural hand placement.
- Candid motion rather than rigid catalogue posing.
- Controlled neutral expression or subtle genuine warmth.
- Eyes may look slightly off-camera for an editorial feel.
- Garment silhouette remains readable without unnatural body positioning.

Garment scale and behaviour

- Coat falls at realistic mid-calf length.
- Blazer and trousers follow believable body proportions.
- Bag is carried by the handle or strap, never pinched by hardware.
- Never enlarge accessories beyond physical plausibility.

Location, Light and Supporting Atmosphere

Choose one premium environment and build the scene around movement, intelligent architecture and material presence.

Location options

- Limestone residence with daylight.
- Scandinavian apartment.
- Rooftop terrace at early morning.
- Contemporary gallery or office lobby.
- Luxury hotel corridor.
- Minimal city walkway after rain.
- Coastal brutalist residence.

Lighting

- Soft morning sun or overcast architectural light.
- Natural skin tones.
- Gentle rim light and clean shadows.
- Bright or moody exposure with preserved textile detail.
- No glossy beauty retouching that removes skin or fabric texture.

Atmosphere

- A slight breeze or moving fabric.
- Subtle glass or wet-stone reflections.
- Sparse greenery or sculptural furniture.
- Fine rain or mist only where physically logical.
- The environment must support the story, not become the hero.

Final Lifestyle Prompt and QA

Final prompt

Photograph a stylish adult professional in a refined modern setting during soft architectural light, naturally wearing or carrying one SOLVANE hero piece. Balance the garment and the person equally. Preserve natural skin, genuine expression, exact tailoring and premium editorial composition.

Mood

- Composed
- Self-assured
- Modern
- Quietly aspirational
- Material-focused
- Energetic without looking sporty

Failure controls

- No exaggerated runway posture.
- No giant bag or garment forced toward the lens.
- No wet-floor hazards or chaotic wind effects.
- No warped fingers, limbs, seams, hardware or garment text.
- No copied celebrity likeness, fashion campaign or existing brand set.

Output

- 3:4 portrait.
- Premium lifestyle commercial.
- Cinematic movement and shallow depth of field.
- One clear story per image.

SOLVANE - Premium Editorial Poster

Create a bold editorial poster that places one SOLVANE look at the centre of the campaign and combines architectural clarity with material presence.

Hero concept

- One Signature Wool Coat, Sculpted Blazer, Architectural Dress or Structured Knit dominates the composition.
- A confident subject wears the garment at full or three-quarter scale.
- Use depth and perspective without distorting body or garment geometry.
- The silhouette must remain clear and the garment colour must control the palette.

Primary headline

- FORM, WITHOUT NOISE.

Supporting copy

- QUIETLY DISTINCT.
- STRUCTURE IN MOTION.
- DESIGNED TO BE LIVED IN.

Copy Hierarchy and Layout System

Use a magazine-grade layout with strict hierarchy, generous negative space and controlled overlap.

Layout

- SOLVANE wordmark in one upper corner.
- Large headline positioned as a strong typographic block.
- Hero silhouette crossing one grid boundary for depth.
- Small material or construction callouts aligned to a secondary grid.
- Optional architectural crop used with editorial confidence.
- Avoid filling every corner.

Approved callouts

- Italian wool construction.
- Softly structured tailoring.
- Matte silk movement.
- Responsible small-batch production.
- Designed for repeated wear.

Copy rules

- Use no more than three garment callouts.
- Do not make unsupported sustainability or origin claims.
- Keep typography crisp and readable.
- Avoid fake atelier seals and legal microtext.

Visual Effects, Lighting and Composition

Create movement through controlled physical details rather than excessive CGI spectacle.

Approved effects

- A clean sweep of moving fabric behind the model.
- Architectural shadow cutting across the background.
- Fine rain reflections for an urban story.
- Pearl-like light for chalk and silver looks.
- Soft botanical shadows for moss and linen looks.

Lighting

- High-key or controlled low-key fashion lighting.
- Narrow rim on garment edges.
- Soft cinematic fill on the subject.
- Visible surface contact shadows.
- No neon glow, overexposure or plastic-looking skin.

Composition

- Dynamic close or medium perspective with a 50-85 mm editorial feel.
- Garment remains optically correct.
- One dominant focal point.
- Text and image overlap only where readability is preserved.

Final Poster Prompt and Failure Controls

Final prompt

Create a premium SOLVANE editorial advertising poster with one hero look, disciplined oversized typography, controlled architectural cues, precise lighting and a luxury magazine composition. The result should feel globally campaign-ready, materially credible and original.

Mandatory controls

- Exactly one hero model and garment unless a range poster is requested.
- No extra bags, shoes, reflections or duplicate limbs.
- No misspelled SOLVANE wordmark.
- No garment bending, floating, melting or impossible folds.
- No illegible headline placement.
- No imitation of a named magazine cover or existing campaign.

Output

- 3:4 portrait.
- Editorial fashion advertising.
- High-detail commercial print quality.
- Negative space suitable for final copy refinement.

SOLVANE - Complete Capsule Wardrobe

Create a premium open wardrobe-trunk presentation for the SOLVANE Complete Daily Capsule.

Included collection

- Signature Wool Coat.
- Sculpted Blazer.
- Column Trousers.
- Silk Column Shirt.
- Structured Knit.
- Architectural Dress.
- Leather Day Bag.
- Minimal leather shoes and care accessories.

Brand behaviour

- Every item follows the exact SOLVANE identity lock.
- The collection feels curated, not overfilled.
- Colour coding remains coherent inside the presentation.
- All visible labels and cards are minimal and aligned.

Positioning

- Premium capsule wardrobe.
- Modern tailoring investment.
- Travel-ready dressing system.
- Suitable for launch, seasonal edit or private-client presentation.

Trunk Construction and Garment Arrangement

Design the capsule presentation as a believable rigid structure with a considered unboxing and dressing sequence.

Construction

- Rigid paperboard or leather-wrapped wardrobe trunk with reinforced walls.
- Book-style or hinged doors with concealed magnets.
- Precision-cut compartments, hang rails and folded-garment trays.
- Soft-touch exterior and uncoated or textile-lined interior.
- Embossed SOLVANE wordmark with restrained brushed-silver detail.
- Clean hinge, fold, corner and handle construction.

Arrangement

- Hang coat, blazer and dress with visible breathing space.
- Fold knit, shirt and trousers in shallow textile-lined trays.
- Seat the bag in a fitted lower compartment.
- Position shoes and care accessories in balanced smaller bays.
- Maintain visible separation between materials.
- All labels and hardware face the viewing angle.

Material Rendering, Styling and Light

Make the capsule scene feel tactile, expensive and physically credible.

Materials

- Dense rigid paperboard or fine leather wrap.
- Soft-touch matte lamination and cotton lining.
- Embossing and selective brushed-silver foil.
- Wool, silk, cashmere, linen and nappa leather rendered accurately.
- Horn buttons, metal hardware and crisp woven labels.
- Natural moulded paper or textile trays.

Environment

- White travertine surface.
- Pale architectural background.
- One brushed-metal or clear acrylic riser.
- Folded cotton garment bag.
- Sparse stone or wood detail.

Lighting

- Soft window key.
- Controlled fill into the open trunk.
- Gentle rim on leather and hardware.
- Long soft shadow from the lid or doors.
- No blocked interior, foil glare or crushed blacks.

Final Capsule Prompt and QA

Final prompt

Present the SOLVANE Complete Daily Capsule in an open rigid wardrobe trunk on white travertine. Show each garment and accessory seated in a considered compartment, with soft-touch paper, cotton lining, premium textiles, restrained hardware, embossed branding and bright editorial lighting. The scene must communicate a refined, investment-worthy dressing system.

QA

- Trunk proportions are physically buildable.
- No garments intersect shelves, trays or doors.
- All items use correct silhouettes and materials.
- No duplicate bags, shoes, hangers or garments.
- The interior remains visible and evenly lit.
- The brand name is consistent everywhere.

Output

- 3:4 portrait.
- Premium unboxing and wardrobe photography.
- High-end ecommerce and Behance presentation.
- No third-party logos or copied structural packaging.

SOLVANE - Instagram Campaign Series

Create four premium social posters that feel distinct in concept but unmistakably part of the same SOLVANE campaign.

Series logic

- One hero look per poster.
- One dominant garment colour or material per poster.
- Shared type hierarchy, wordmark position and spacing rules.
- Editorial compositions rather than generic product cards.
- Strong first-frame readability on mobile.

Format

- 3:4 portrait master.
- Safe central crop for 4:5 social use.
- Minimal copy and large headline.
- High-resolution detail for carousels and paid ads.

Post 01 and Post 02

Develop the first two campaign executions using controlled architecture, movement and exact garment identity.

Post 01 - Signature Wool Coat

- Hero: charcoal Signature Wool Coat.
- Headline: FORM, WITHOUT NOISE.
- Monumental limestone corridor and chalk field.
- Soft moving coat hem and long architectural shadows.
- Full-body editorial silhouette with visible wool texture.

Post 02 - Architectural Dress

- Hero: midnight Architectural Dress.
- Headline: CUT FROM STILLNESS.
- Dark reflective interior with controlled black-blue light.
- Soft fabric movement with restrained reflections.
- Premium drape and crisp folded neckline detail.

Shared control

- Do not swap garments, colours or construction details between looks.
- Keep each poster uncluttered and immediately readable.

Post 03 and Post 04

Complete the series with one tailoring execution and one material-focused knit execution.

Post 03 - Sculpted Blazer

- Hero: limestone Sculpted Blazer.
- Headline: QUIETLY DISTINCT.
- Warm chalk studio with geometric sunlight.
- Precise shoulder line and clean tailoring detail.
- No exaggerated power-shoulder distortion.

Post 04 - Structured Knit

- Hero: moss Structured Knit.
- Headline: MATERIAL MATTERS.
- Minimal natural-stone landscape.
- Soft botanical shadows used sparingly.
- Natural light and grounded material styling.

Series close

- Each image must feel premium enough to stand alone and consistent enough to appear in one carousel.

Shared Social Design Rules

Apply one cohesive system across all four posters.

Layout

- SOLVANE wordmark in a consistent corner.
- Large headline occupying one primary grid zone.
- Hero model dominant but not cropped through critical garment areas.
- Geometric plane symbol used as a subtle recurring device.
- Negative space reserved for platform UI overlays.

Typography

- Refined display headline.
- Minimal secondary information.
- No more than two font families.
- Consistent tracking, alignment and case treatment.

Quality controls

- No fake social interface inside the artwork.
- No repeated identical pose or fabric movement.
- No random accessory substitutions.
- No garment identity drift across the series.
- No text placed too close to crop edges.

SOLVANE - Premium Transit Takeover

Create a realistic metro and transit advertising takeover that presents SOLVANE as a world-class contemporary fashion house.

Spatial concept

- A large contemporary underground concourse.
- Illuminated digital and backlit billboard formats.
- Polished stone floor with subtle reflections.
- Concrete, pale stone, glass and stainless-steel architecture.
- Clear wayfinding and believable commuter movement.
- The installed media structures must be visible, not only the poster artwork.

Campaign behaviour

- Use four coordinated garment messages.
- Keep the station clean, premium and operational.
- Advertisements dominate without erasing architecture.
- All boards use real screen perspective and light spill.

Billboard 01 and Billboard 02

Install the first two SOLVANE executions in physically realistic illuminated media units.

Billboard 01 - Signature Wool Coat

- Hero full-body coat look.
- Warm limestone background.
- Architectural shadow and controlled coat movement.
- Headline: FORM, WITHOUT NOISE.

Billboard 02 - Architectural Dress

- Hero midnight dress look.
- Deep blue-black reflective field.
- Soft folded light and restrained movement.
- Headline: CUT FROM STILLNESS.

Installation lock

- Show frame, bezel, mounting, screen surface and realistic LED brightness.
- No models or garments floating outside the advertisement.
- No duplicated people in reflections or neighbouring screens unless intentionally repeated as a campaign sequence.

Billboard 03 and Billboard 04

Complete the takeover with one precise tailoring message and one material-led knit message.

Billboard 03 - Sculpted Blazer

- Hero limestone blazer look.
- Chalk visual field with geometric sunlight.
- Precise shoulder and lapel detail.
- Headline: QUIETLY DISTINCT.

Billboard 04 - Structured Knit

- Hero moss knit look.
- Natural stone and deep-ink palette.
- Soft material shadows and restrained botanical cues.
- Headline: MATERIAL MATTERS.

Cohesion

- Keep type scale, logo position and garment photography consistent across all four boards.
- Vary the atmosphere, not the brand architecture.

Environment, Illumination and Realism

The transit scene must look photographed in a real premium station rather than rendered as a floating poster collage.

Architecture

- Wide concourse.
- Glass balustrades.
- Stainless-steel edge details.
- White or light-grey stone flooring.
- Modern signage, platform indicators and safety features.
- Plausible circulation paths and ceiling services.

Lighting

- Bright architectural ambient light.
- Realistic LED screen glow and light spill.
- Crisp but soft floor reflections.
- Controlled contrast so artwork remains readable.
- No neon nightclub atmosphere.

Human scale

- A small number of naturally moving commuters.
- No crowd blocking the billboards.
- Believable scale between people, screens and architecture.

Final OOH Prompt and QA

Final prompt

Photograph a premium metropolitan transit concourse with a coordinated SOLVANE advertising takeover installed on real illuminated billboard structures. Show four garment campaigns, realistic screen perspective, architectural light, subtle commuter movement and polished-floor reflections. The billboard structures and installed media are the hero.

QA

- All screens are physically mounted.
- Garments, wordmarks and headlines are legible and perspective-correct.
- No poster extends beyond its screen.
- No impossible reflections or duplicate models.
- Station signage remains generic and coherent.
- The scene feels premium, clean and internationally plausible.

Output

- 3:4 portrait campaign presentation.
- Ultra-realistic architectural advertising photography.
- No existing transit authority logos or copied campaigns.

SOLVANE - Premium Mobile App UI

Design a premium mobile ecosystem for SOLVANE that supports collection discovery, styling, shopping, membership and order management.

Product vision

- Make refined dressing easier to understand, combine and repeat.
- Combine calm editorial UX with clear product and material information.
- Avoid turning the app into a trend-feed or compulsive social platform.
- Use useful personalisation, saved wardrobes and restrained membership benefits.

Presentation

- Multiple realistic premium smartphone mockups.
- Floating composition on a calm studio set.
- Polished metal and glass detail.
- Large readable UI, not tiny decorative screens.
- Editorial case-study layout.

Screen 01 Home and Screen 02 Shop

Create the two primary user journeys: collection discovery and product purchase.

Screen 01 - Home

- Personalised greeting.
- New Collection hero.
- Saved wardrobe or recent pieces.
- Editorial story of the week.
- Material focus.
- Featured SOLVANE look.
- One concise styling insight.
- Hero line: FORM, WITHOUT NOISE.

Screen 02 - Shop

- Large garment imagery.
- Category filters for coats, tailoring, shirts, knitwear, dresses, leather goods and shoes.
- Colour, material and fit filters.
- Variant and size selection.
- One-time purchase or private-client consultation.
- Quantity control and add to bag.
- Accessible pricing, availability and delivery information.

Screen 03 Journal and Screen 04 Membership

Build trust through useful editorial content and a membership model that rewards long-term engagement rather than compulsive use.

Screen 03 - Journal

- Material and construction stories.
- Designer notes.
- Care and repair guides.
- Seasonless styling essays.
- Atelier and production features.
- Collection launches.
- Search and save functions.

Screen 04 - SOLVANE CIRCLE

- Member profile and benefit balance.
- Membership tier.
- Private preview access.
- Alteration or repair benefits.
- Birthday or anniversary benefit.
- Referral credit.
- Invitation-only editorial or store events.
- Clear terms and expiry information.

Screen 05 Tracking and Screen 06 Style Edit

Complete the ecosystem with transparent fulfilment and carefully framed personalisation.

Screen 05 - Order tracking

- Shipment timeline.
- Estimated delivery window.
- Courier and order details.
- Map only when live data is available.
- Delivery preferences.
- Order history, returns and support access.
- Status line: YOUR PIECES ARE IN MOTION.

Screen 06 - Personal Style Edit

- Questionnaire-based wardrobe builder.
- Silhouette, colour and material preferences.
- Garment recommendations with reasons.
- Fit, climate and occasion preferences.
- Saved looks and wardrobe gaps.
- Ability to edit, dismiss or pause recommendations.
- Clear statement that personalisation is advisory and can be overridden.

Mobile Design System and Interaction

Create a calm, precise design system that remains usable, accessible and visually premium.

Colour

- Chalk primary background.
- Ink text and actions.
- Limestone secondary surfaces.
- Moss, oxide and midnight used as collection accents.
- Brushed silver for technical or membership details.
- Garment colours used as accents, not entire-screen decoration.

Components

- Sharp or modest-radius cards used selectively.
- Clear bottom or tab navigation.
- Large touch targets.
- Accessible contrast.
- Simple size, fit and delivery controls.
- Minimal line iconography.
- No excessive glassmorphism that reduces readability.

Microinteractions

- Gentle fabric-fold transition.
- Subtle saved-look confirmation.
- Small silver shimmer for milestones.
- Smooth product-card transitions.
- Reduced-motion alternative.

Device Presentation and Visual Direction

Present the mobile experience like a premium fashion launch while keeping the interface itself clear and credible.

Mockups

- Three to five modern smartphone devices.
- Front views for UI clarity and one restrained angled device for depth.
- Realistic glass reflections and metallic edges.
- No copied proprietary device marketing composition.
- Screens must align correctly within the hardware.

Studio

- Chalk or pale limestone background.
- White stone plinth.
- One brushed-metal or frosted acrylic panel.
- Soft ambient light and contact shadows.
- Sparse folded textile or leather detail.

Case-study feel

- Editorial grid.
- Large section title.
- Short product rationale.
- Feature callouts connected to the correct screen.
- Enough scale to inspect interface details.

Final Mobile UI Prompt and QA

Final prompt

Create a premium SOLVANE mobile-app presentation showing Home, Shop, Journal, SOLVANE CIRCLE, Order Tracking and Personal Style Edit screens on realistic smartphone mockups. Use a calm chalk-and-ink design system, accessible typography, large garment imagery and refined studio presentation.

QA

- All six screens are distinct and correctly labelled.
- UI text is readable and not random glyphs.
- Navigation remains consistent.
- Buttons, cards and spacing align to one system.
- No unsupported sustainability, scarcity or atelier claims.
- No device distortion or screen misalignment.

Output

- 3:4 portrait.
- Premium UI/UX case-study presentation.
- High-resolution interface detail.
- Original interface and icon direction.

SOLVANE - Premium Website Experience

Design a desktop ecommerce and editorial experience for SOLVANE, presented inside a realistic premium desktop display.

Product vision

- A fast, calm and credible route from collection discovery to purchase.
- Large garment imagery and disciplined copy.
- Strong accessibility and mobile-responsive logic.
- Editorial storytelling without sacrificing ecommerce clarity.
- Membership, alterations and care services explained transparently.

Hero message

- FORM, WITHOUT NOISE.
- Support: QUIETLY DISTINCT.
- Primary action: EXPLORE COLLECTION 01.
- Secondary action: VIEW THE CAMPAIGN.

Hero and Featured Collection

Create a high-impact homepage opening followed by a clear collection-discovery section.

Hero visual

- One model in the charcoal Signature Wool Coat inside monumental limestone architecture.
- Warm chalk field with large negative space.
- Subtle garment movement and realistic surface shadows.
- Large SOLVANE wordmark and clear navigation.
- Avoid crowded sliders and auto-playing visual noise.

Featured collection

- Signature Wool Coat.
- Sculpted Blazer.
- Column Trousers.
- Silk Column Shirt.
- Structured Knit.
- Architectural Dress.
- Leather Day Bag.
- Minimal leather shoes.

Product cards

- Large garment image.
- Name, material and colour.
- Price and available sizes.
- Fit note and delivery availability.
- Save or add to bag.
- Construction and care summary.

Bestsellers and Editorial Story

Balance transactional collection discovery with a clear human reason to care about the garments.

Bestsellers

- Headline: MOST WORN.
- The Coat Edit.
- Soft Tailoring Pair.
- The Daily Column Set.
- Ratings or reviews displayed with count and moderation clarity.
- Comparison cards focused on silhouette, material and climate.

Editorial section

- Headline: THE SPACE BETWEEN.
- Full-width architectural fashion photography.
- Home, city, travel and evening dressing stories.
- Natural confident expressions.
- Garments shown at real scale.
- Short stories about construction, repetition and longevity.

Membership and Community

Create loyalty and community sections that feel useful, transparent and visually controlled.

SOLVANE CIRCLE

- Headline: MAKE THE COLLECTION YOURS.
- Private previews.
- Alteration and repair benefits.
- Early product access.
- Birthday benefit.
- Referral credit.
- Member editorial and styling appointments.
- Clear cancellation, expiry and eligibility terms.

Community

- Headline: #MYSOLVANE.
- Customer wardrobes.
- Material and care stories.
- Styling editorials.
- Designer and atelier Q&A.;
- Travel and wardrobe organisation.
- Moderated user-generated content.
- No manipulated body-transformation claims or unverified sustainability statements.

Web Design System and Ecommerce UX

Use one scalable digital system across commerce, editorial, account and membership journeys.

Typography

- Refined display face for headings.
- Highly readable sans serif for product and editorial content.
- Clear type scale and line length.
- Consistent sentence case for interface labels.

UI

- Sharp or selectively rounded cards.
- Chalk surfaces.
- Ink text and primary actions.
- Limestone dividers and brushed-silver details.
- Simple product filters.
- Persistent but unobtrusive cart access.
- Accessible focus states and keyboard navigation.

Ecommerce requirements

- Transparent price, size and availability.
- Shipping, returns and alteration information before checkout.
- Material composition, origin and care details.
- Secure checkout cues without fake trust badges.
- Responsive garment comparison.
- Fast image loading and meaningful alt text.

Device Mockup, Environment and Presentation

Show the website inside a realistic premium desktop display as part of an editorial UI case study.

Device

- Large desktop monitor with aluminium body and clean stand.
- Front-biased viewing angle so the homepage remains readable.
- Realistic glass, bezel and contact shadows.
- No copied manufacturer logos unless the device is explicitly licensed.

Environment

- White stone platform.
- Pale chalk or limestone studio background.
- Soft window light.
- One brushed-metal panel, textile sample or leather object.
- Sparse garment or material detail.
- No desk clutter or unrelated technology.

Presentation

- Large WEBSITE EXPERIENCE title.
- Short strategic description.
- Homepage on the main display.
- Two or three detail callouts showing collection, membership and editorial sections.
- Premium negative space and crisp grid alignment.

Final Website Prompt, Rights and Usage

Final prompt

Create a premium SOLVANE desktop website presentation inside a realistic aluminium desktop display. Show a refined ecommerce homepage with hero campaign, featured collection, bestsellers, editorial storytelling, SOLVANE CIRCLE and community content. Use an accessible chalk-and-ink design system, clear garment information and original editorial UI.

Final QA

- Homepage hierarchy is immediately understandable.
- All garment names, colours and materials match the brand system.
- No random placeholder copy or broken interface text.
- Buttons and cards use one consistent component system.
- No copied layouts, logos, slogans or proprietary UI assets.
- Device and screen perspective remain physically correct.

Usage notice

SOLVANE is a fictional demonstration brand created for this prompt system. Before commercial deployment, perform trademark clearance, labelling and fibre-content review, substantiation of sustainability claims and jurisdiction-specific apparel compliance checks.

Ownership

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