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# Beautique
## by Suranjeeta

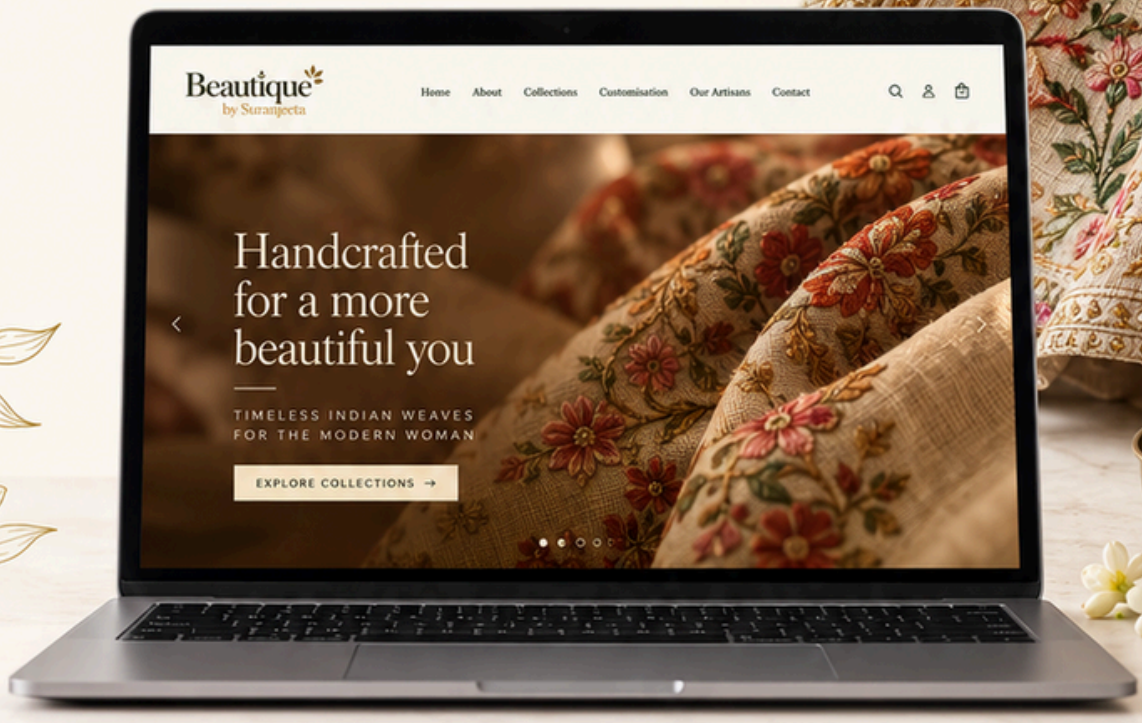
Designed & Developed by QTC Infotech

beautiquebysuranjeeta.in

## Brand Snapshot

- Handcrafted Indian heritage
- Customised designs for modern women
- Ethical craftsmanship & artisan storytelling

*“ Tradition in every thread.*
*A more beautiful you.”*



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# The Brand Story



Beautique by Suranjeeta celebrates handcrafted Indian fashion through sarees, mekhela sadors, suit materials and curated home decor. Every piece blends artisan skill, tradition and a modern customised touch.

## Core Values

- Preservation of traditional skills
- One-of-a-kind pieces
- Fair wages & ethical production
- Customised designs for modern women

*“ Tradition, craftsmanship and individuality—woven into every piece.”*





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# Project Goals & Challenges

*"Understanding the craft. Building a digital experience that honours it."*



## Project Goals

- Build a premium digital identity
- Showcase handcrafted collections beautifully
- Improve collection discovery
- Create a trust-led user journey

## Challenges Addressed

- Balancing heritage with modern UI
- Presenting many categories clearly
- Keeping the visual experience uncluttered
- Designing for desktop and mobile users

*"A handcrafted brand needed a crafted digital presence."*





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# How QTC Infotech Built It

*"A thoughtful process, a more beautiful outcome."*



01 **Brand Discovery**
Understood the brand values, audience and handcrafted identity.

02 **Content Structuring**
Organised categories, collections and content for a smooth journey.

03 **Elegant UI Direction**
Created a clean and premium visual system inspired by Indian craft traditions.

04 **Responsive Development**
Built a fast, secure and user-friendly experience across devices.

05 **Launch-Ready Presentation**
Refined the website into a polished showcase ready to grow the brand online.





## What Makes It Special

- Story-led visual presentation
- Premium handcrafted aesthetic
- Well-structured collection pages
- Trust-building content sections
- Clean and responsive browsing experience

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# Key Website Features

*A seamless experience that brings tradition closer to you.*



01

## Hero storytelling banner

A visually rich banner that captures the essence of handcrafted heritage and sets the tone for the brand.



02

## Clear collection navigation

Well-organised collections that make it easy to explore diverse handcrafted designs.



03

## About Us & brand story

A heartfelt story that celebrates our roots, values and the people behind the craft.

04

## Why Choose Us trust section

Highlights our commitment to handcrafted quality, ethical practices and authentic Indian heritage.

05

## Client testimonials

Real stories and feedback from happy customers who love our handcrafted designs.

06

## Contact & quick enquiry access

A simple and accessible way to get in touch for queries, custom orders or support.

*“Thoughtfully designed for a more beautiful journey.”*

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# Collections & Content Architecture

The website structure helps visitors explore traditional artistry with clarity and ease.

*"Many traditions. One beautiful home."*



Sarees



Mekhela Sadors



Suit Material



Home Decor



Phulkari Fusion



Kantha Stories



The Legacy of Chikankari



Gujarati / Sindhi / Kutch Diaries



Kashmiri Drapes



Custom-Styled

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# Website Benefits



QTC Infotech translated the brand's handcrafted identity into a refined and usable digital experience.

- Premium online brand presence
- Better product discovery
- Stronger trust & credibility
- Clear artisan storytelling
- Mobile-friendly browsing journey
- Scalable showcase for future collections

*"A digital home that celebrates tradition and empowers growth."*





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# A Crafted Digital Experience



Beautique by Suranjeeta now has a digital presence that mirrors its handcrafted elegance. The website showcases collections clearly, tells the brand story beautifully, and creates a more premium customer journey.

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## Project Highlights

- Elegant brand-first UI
- Structured collection browsing
- Responsive presentation
- Trust-building content sections

*“ Where handcrafted heritage meets thoughtful web design.”*



