

SHOPIFY / ECOMMERCE PORTFOLIO

PinkyCoco

A premium fashion storefront built around feminine coastal streetwear, strong merchandising and a clear Shopify shopping journey.

LIVE STOREFRONT

FASHION ECOMMERCE

SHOPIFY UX

pinkycoco.com

Case study prepared from the live public storefront. No fabricated sales, traffic or conversion metrics.



A storefront with a defined point of view

The live Shopify experience combines soft-luxury styling, product storytelling and category-led shopping.

BRAND POSITIONING

“Soft hearts.
Loud dreams.
Main-character
energy.”

A coherent visual world built around blush, ivory, cream, chrome accents and editorial fashion imagery.

- COASTAL
- FEMININE
- MOTORSPORT

● Storefront architecture

Fresh Coco, Coco Clouds, Coco Jackets, Pinky Racing, Coco Sets and Rare Pinky create clear collection paths.

● Merchandising

Homepage favorites and latest-drop sections surface products early, with visible price and variant selection.

● Product storytelling

Product pages combine large imagery, material details, fit/sizing, care and consistent XS–5XL options.

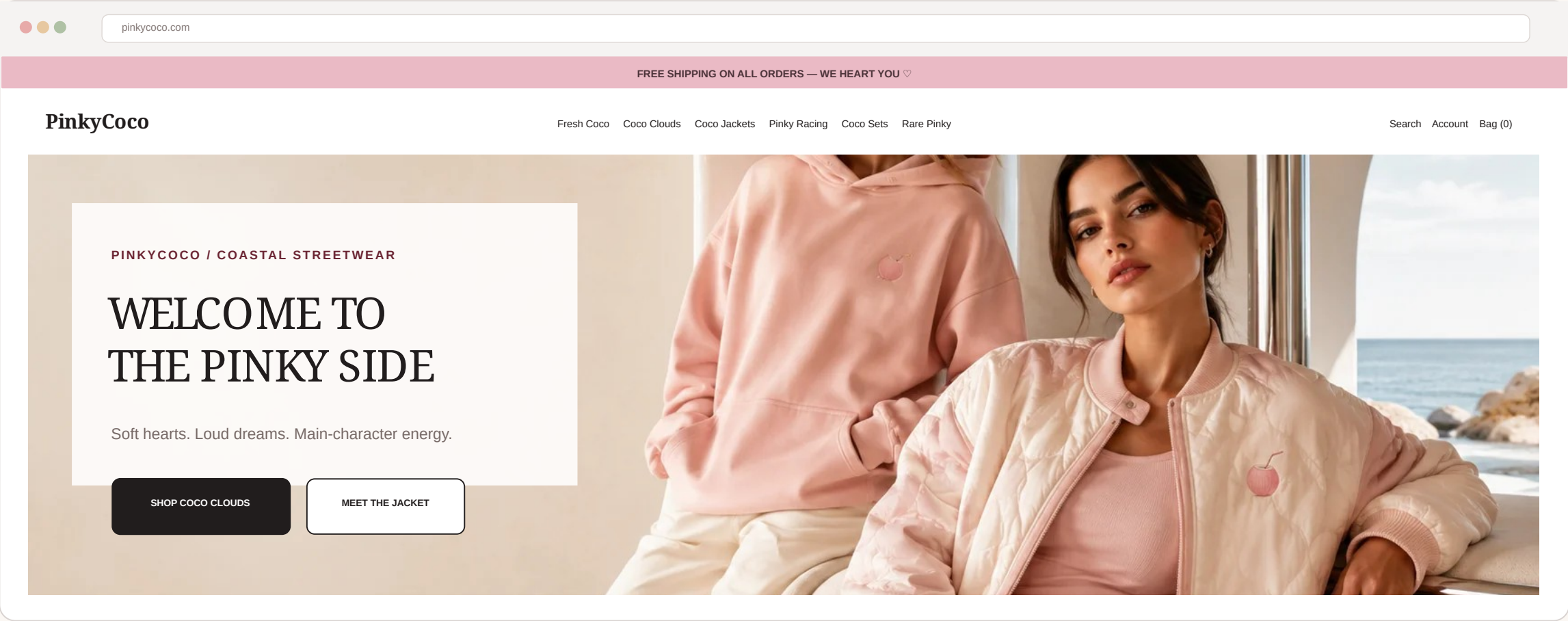
● Trust layer

Premium finish, tracked delivery, easy exchanges and client care are surfaced as concise reassurance points.

Observed directly on the live storefront

The first screen sells the world before the product

A high-impact hero, direct collection CTAs and a concise brand sentence establish the aesthetic immediately.



Products appear as curated edits, not a generic catalog

The storefront alternates editorial content with shoppable modules, keeping discovery visual and fast.

PINKYCOCO FAVORITES — START HERE

A soft, feminine edit in blush, ivory, cream, peach and white.



Coco Bow Ivory Cotton Bomber Jacket

\$139



Cherry Circuit Satin Racing Jacket

\$139



Acid Palm Smiley Graphic Hoodie

\$99



Red Black Wing Leather Racing Jacket

\$200

FRESH
COCO

latest
drop

The structure supports
quick scanning: image
→ name → price →
option selection.

Pinky Racing turns a category into a campaign

The collection has a clear sub-brand proposition and a dense product grid for high-intent browsing.

pinkycoco.com/collections/pinky-racing

PinkyCoco

Fresh Coco Coco Clouds Coco Jackets Pinky Racing Coco Sets Rare Pinky

PINKY RACING

Feminine motorsport energy, sharp cream-and-blush lines and statement pieces made to lead the pack.

19 PRODUCTS

FILTER









Cherry Circuit Satin Racing Jacket

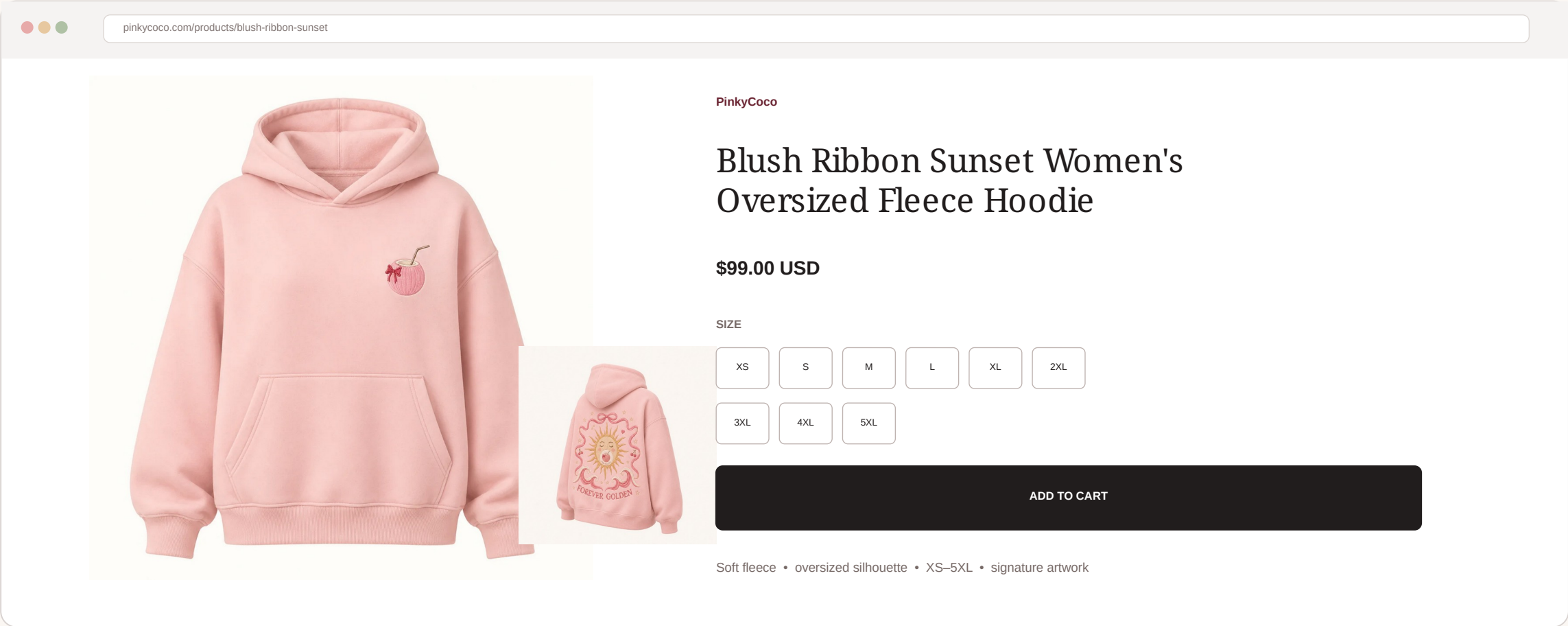
Coco Check Sublimation Racing Jacket

Red Black Wing Leather Racing Jacket

Coco Bow Ivory Bomber Jacket

The PDP balances emotion with purchase information

Large imagery carries the aesthetic while size, price, material, fit and care reduce purchase uncertainty.



Fashion detail is treated as a reason to believe

The racing assortment uses close-up material imagery and descriptive copy to support premium positioning.



COCO CHECK

\$159



PinkyCoco Coco Check Women's Sublimation Fabric Racing Jacket

PRODUCT DETAILS

- Sublimation-printed fabric for vivid graphics
- Feminine racing silhouette with front zip
- Signature check-inspired PinkyCoco artwork
- Long sleeves and inclusive XS–5XL sizing

Why it works

The copy names material, silhouette and artwork—useful both for shoppers and for search/answer engines interpreting the product.

A repeatable visual language creates recognizability

Product construction, embroidery, chrome hardware and the coconut motif recur across the storefront.



THE SIGNATURE PIECE

Meet the jacket
they'll remember

- 01 Signature coconut embroidery
- 02 Considered quilting + stitching
- 03 Polished chrome hardware
- 04 Ribbed cuff + branded hem



Lifestyle content extends the store beyond product cards

The same palette and styling continue into community-style photography, strengthening brand memory.



SPOTTED IN PINKYCOCO

Café runs, coast rides and every soft-luxury moment in between.

- 01 Coco break.
- 02 Pinky on the move.

This content functions as social proof + brand atmosphere without interrupting the shopping flow.

The storefront is structured for discovery, confidence and search understanding

Observed elements support both human shoppers and machine-readable product interpretation.

DISCOVERY

Collection-led navigation

Six named collection routes plus homepage edits create multiple ways into the catalog.

CONVERSION

Visible purchase controls

Price, size range, quantity and add-to-cart controls sit close to product imagery.

CONTENT

Descriptive product copy

Material, silhouette, artwork, fit and care are stated in natural language on PDPs.

IMAGE SEO

Specific image descriptions

The public page exposes descriptive image labels such as front, back, model and detail views.

TRUST

Reassurance layer

Tracked delivery, exchanges, finish quality and client care reduce perceived purchase risk.

BRAND

Consistent verbal identity

"Pinky", "Coco", coastal language and the coconut motif reinforce a recognizable entity.

Note: this portfolio describes observable storefront implementation; performance claims require Analytics / Search Console / Shopify data.

A storefront that feels like a brand.

Premium fashion imagery, clear collection architecture, shoppable merchandising and detailed PDP content come together as one coherent Shopify experience.

[VIEW LIVE STOREFRONT](#)

pinkycoco.com

Portfolio prepared from public live-site content, August 2026.

