



SHOPIFY PORTFOLIO

The Handmade Jackets

Premium leather outerwear storefront case study - positioning, merchandising, product-page UX, trust architecture and growth-ready SEO structure.

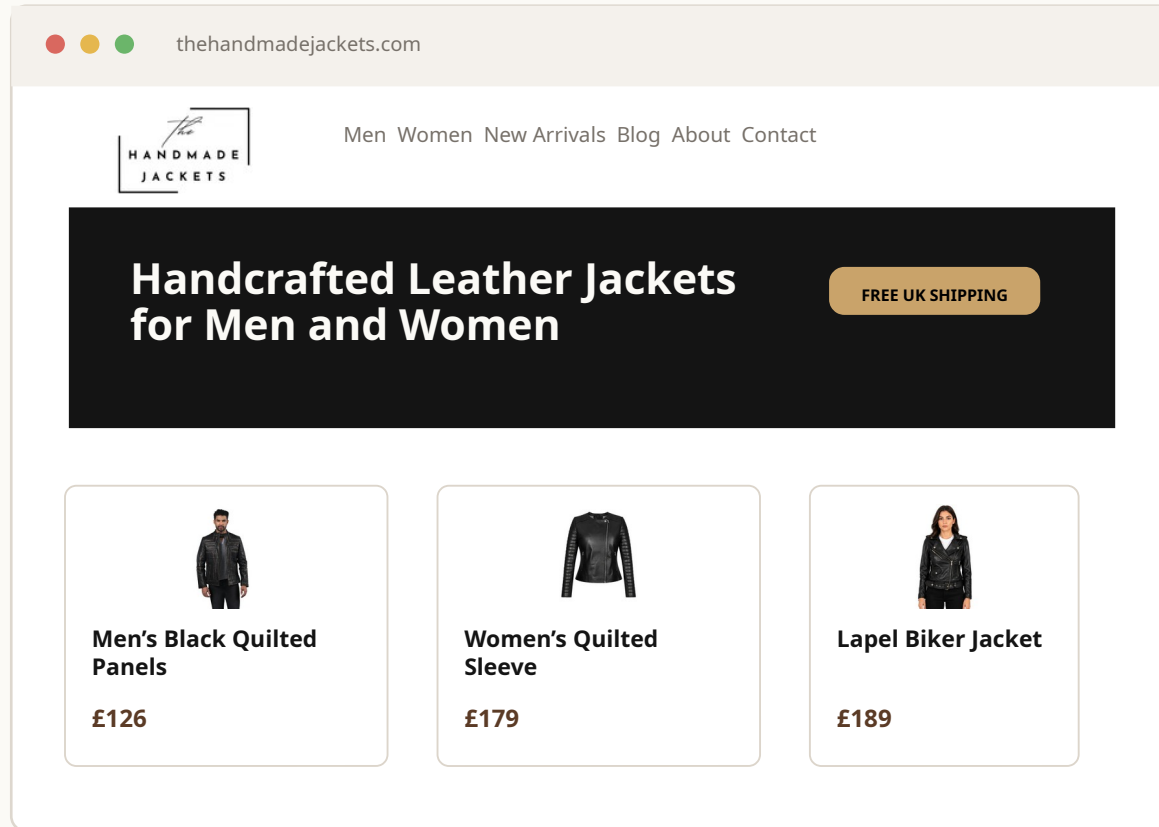
UK-focused • Real leather • Free shipping • Men & Women collections

2026 Portfolio Deck



A clean leather category store with immediate product clarity

Public Shopify storefront reviewed across homepage, collections and product pages.



433

New Arrivals catalog depth

XXS-5XL

Broad size coverage on product pages

7-14 days

Displayed handling + transit expectation

30-day

Return policy signal in product UX

Portfolio angle: practical ecommerce fundamentals are already visible - category navigation, pricing, variants, care, FAQs, returns and shipping trust signals.



Brand system

The site's best visual strength is product focus: crisp white-background leather photography and concise product naming.

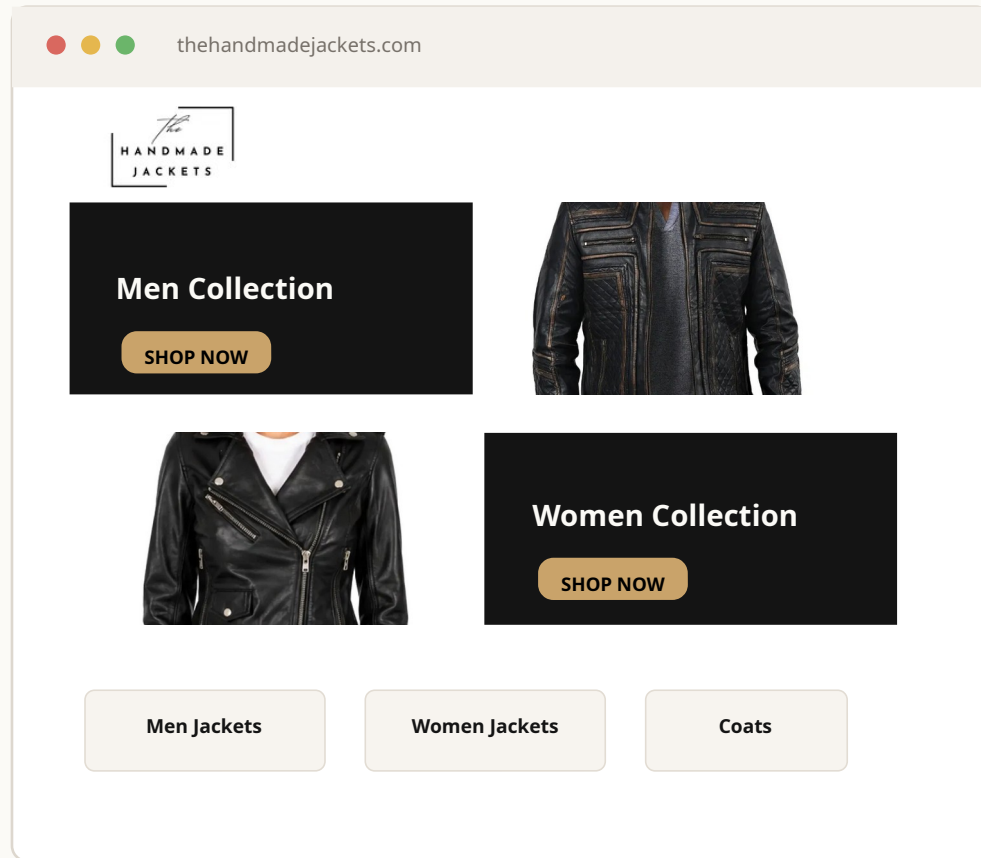
Visual direction

- ✓ Luxury-coded black, ivory and leather-brown palette
- ✓ Product-first imagery without heavy visual noise
- ✓ Use close-up detail shots as premium proof
- ✓ Keep type clean and spacious for high-end feel



Clear entry points for men, women and category intent

The homepage can work as a simple buyer-routing system: quick category split, featured categories and best-selling product rows.



Conversion purpose

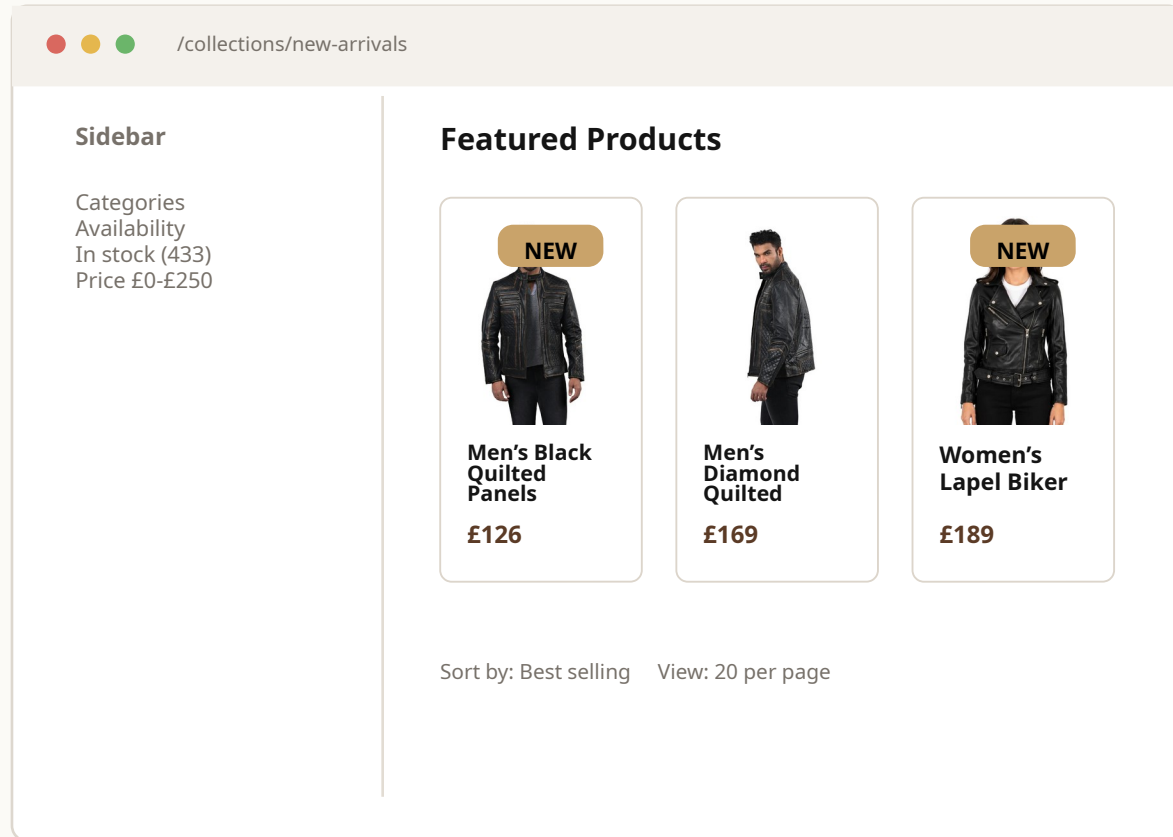
- ✓ Split visitors by gender and category within seconds
- ✓ Show premium price range early with visible products
- ✓ Surface bestseller rows for faster browsing
- ✓ Keep trust points close to purchase path



Route → Browse → Product detail → Buy now

A large leather catalog needs stronger shopping filters and visual hierarchy

New Arrivals currently communicates scale and variety; the next layer is curated navigation around fit, leather type, color and style.



Portfolio insight

Catalog scale is a strength. The portfolio story should highlight how a 400+ product inventory can be made easier to shop through curated entry points.

Recommended portfolio callouts: bestseller rows, gender collection routes, color filters, style names, size breadth and clear shipping expectations.

PRODUCT DETAIL UX

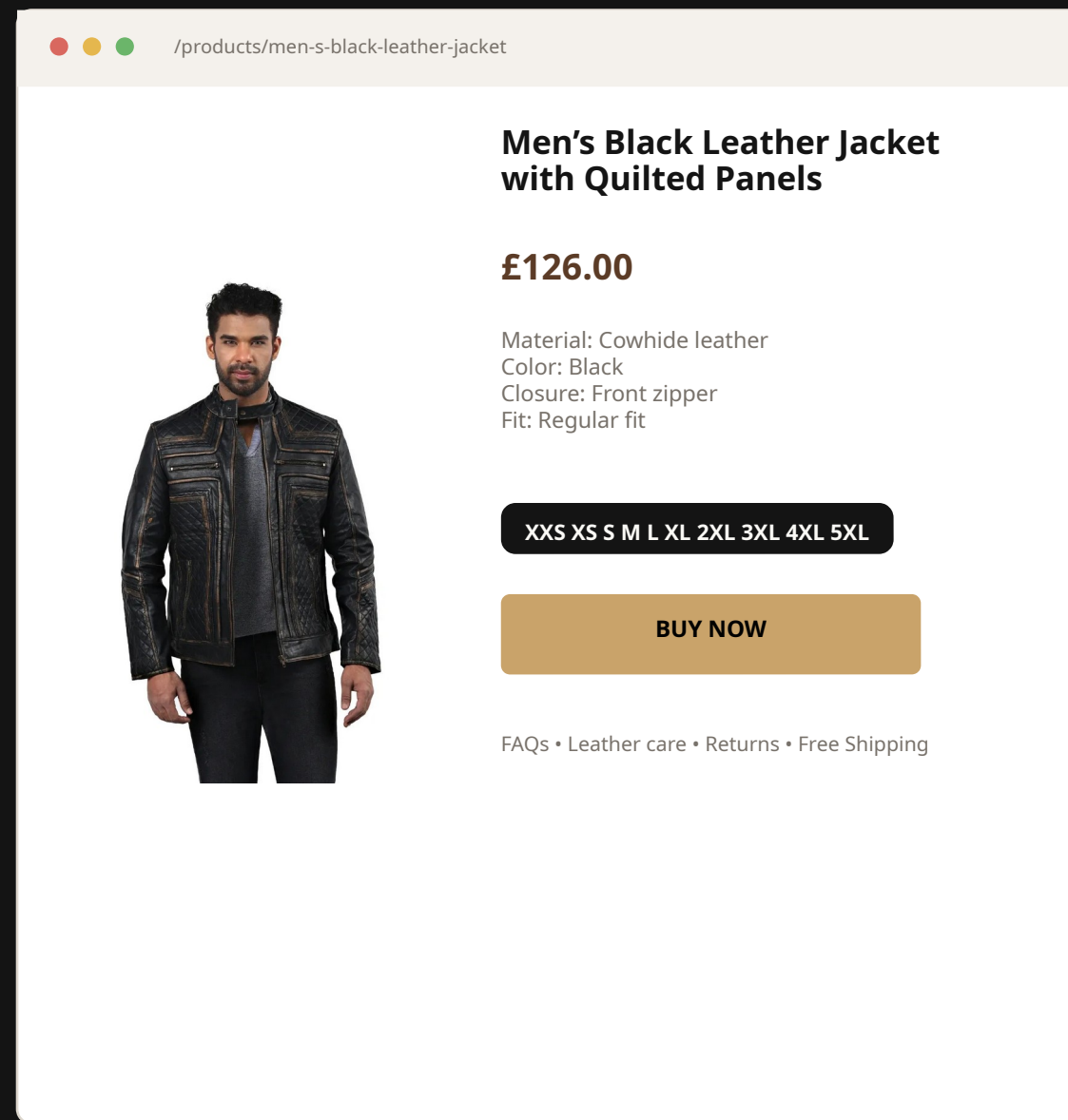
Built for buyer reassurance, not just product display

A good leather jacket PDP has to answer fit, material, photos, delivery and returns before the customer hesitates.

- ✓ Real leather material called out explicitly
- ✓ Size range visible before checkout
- ✓ Shipping timeline appears in product copy
- ✓ 30-day return terms visible to reduce risk
- ✓ FAQ content supports AEO/GEO discoverability

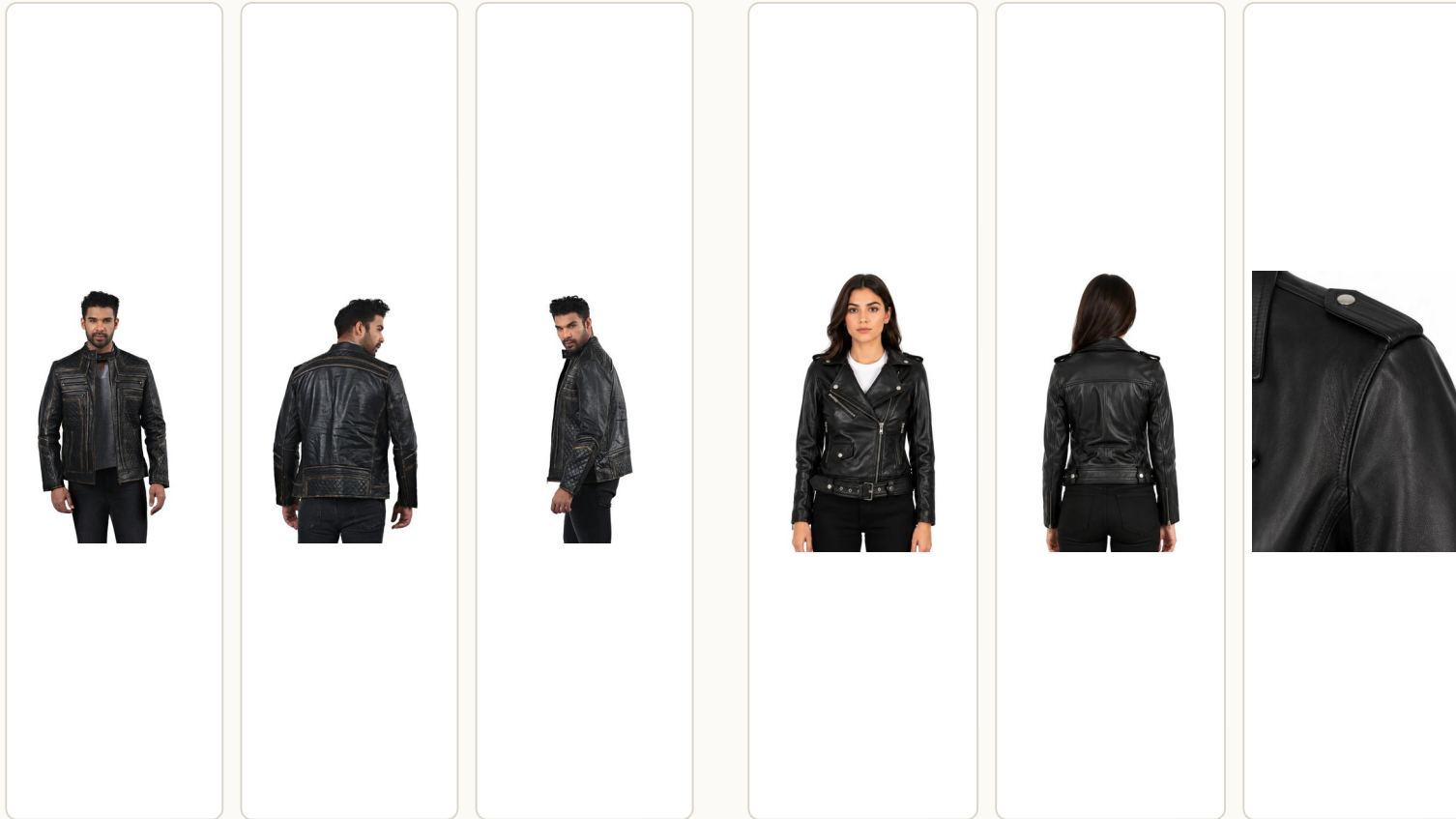
PDP strength

Product pages combine specifications, care, returns and FAQs - a strong portfolio signal for conversion-focused Shopify work.



Front, back, side and detail views tell the leather quality story

The product library has multiple angles that can be turned into a premium buying experience and stronger image SEO.



Portfolio showcase framing

Use angle consistency as proof of quality: front sells silhouette, back sells construction, side sells fit, detail sells material.

SEO/AEO opportunity

Descriptive alt text by view + material + color can improve product image discovery and AI answer visibility.

The store already surfaces the right operational promises

Leather ecommerce needs trust before style. The portfolio should show how visible policies reduce hesitation.

Free Shipping

All products in the UK

7-14 Days

Handling + transit expectation

30-Day Returns

Unworn, tags intact, original packaging

Real Leather

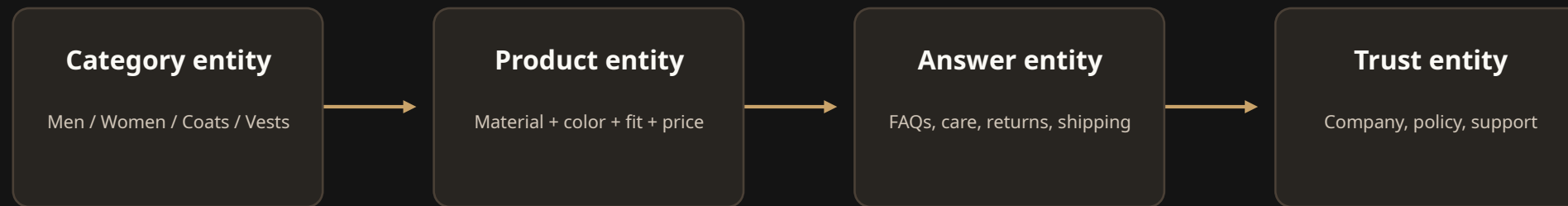
Cowhide/sheepskin material specs

Policy visibility

Trust signals become most powerful when repeated across homepage, PDP, footer and checkout-adjacent sections.

SEO, AEO and GEO foundation

The storefront includes search-friendly product names, structured specs, FAQs and policy content. The next move is tighter entity mapping and internal linking.



Portfolio narrative

AEO/GEO wins come from turning product pages into answer pages: leather type, fit, sizing, delivery, care and returns should be written in clear, machine-readable language.

Turn the store into a stronger portfolio proof asset

These upgrades are positioned as case-study enhancements: not generic fixes, but value levers for a leather jacket Shopify brand.

01 Premium homepage refresh

Hero story, gender routes, bestsellers, trust bar

02 Collection UX layer

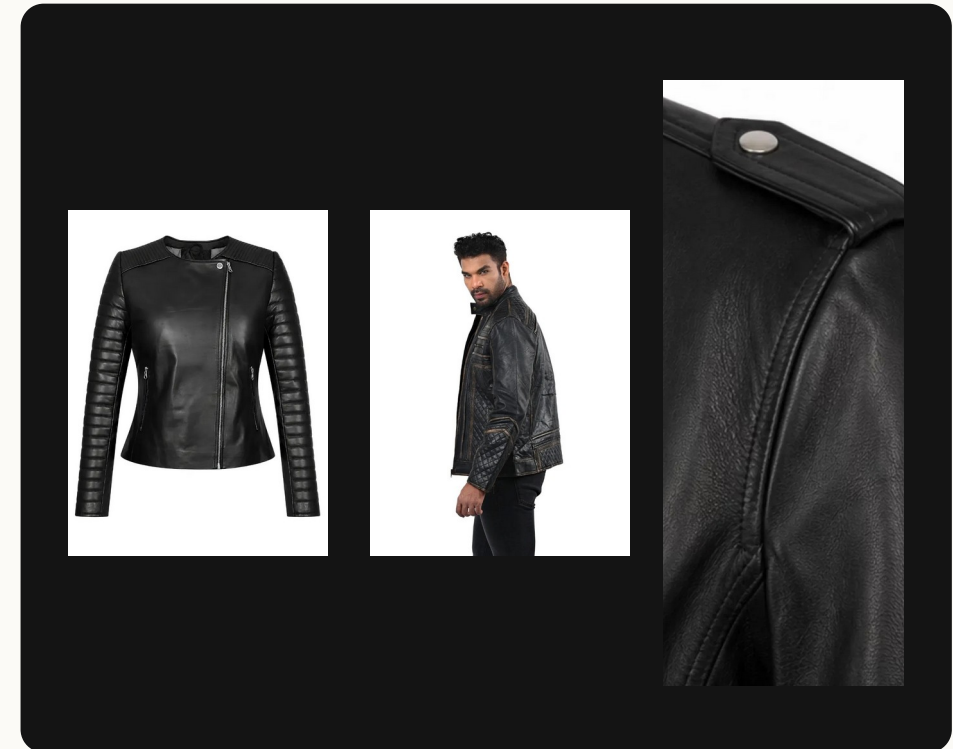
Shop by style, color, fit, material and occasion

03 PDP conversion polish

Size guide, measurement help, sticky CTA, richer detail blocks

04 Search entity system

FAQ schema, product schema, alt text, internal links



The portfolio should sell capability:

premium ecommerce design + product merchandising + conversion SEO.



Final portfolio positioning

A premium leather Shopify store with a strong product engine.

The Handmade Jackets portfolio story should highlight a complete ecommerce foundation: category depth, real product specs, trust content, clean photography and search-ready product pages.

Best client-facing angle

“From leather catalog to premium conversion-led storefront.”

