

Gisou Case Study
Digital Campaign & E-commerce Concept
May 2026
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Concept & Brief

Concept:

"The Icon of Honey Glow"

A premium e-commerce landing page concept created for Gisou, centered around the Honey Infused Hair Oil as the brand's iconic hero product. The project explores how editorial storytelling, product merchandising, and conversion-focused design can be combined into a cohesive digital campaign experience. The homepage was designed to feel visually engaging, commercially relevant, and aligned with Gisou's luxury beauty identity, translating campaign assets into a realistic live e-commerce environment.

Objective

Design a responsive homepage concept for [gisou.com](https://www.gisou.com) that promotes a key product and campaign moment while balancing emotional storytelling with product discovery and conversion.

Homepage Structure

- Hero campaign module
- Product spotlight section
- Gisou ritual / product discovery
- Brand storytelling & campaign editorial
- Conversion / CRM CTA
- Footer

Design Approach

The landing page was structured as a narrative journey, moving from aspirational campaign storytelling toward product education, ritual-based discovery, and conversion.

The visual direction focused on:

- premium editorial aesthetics
- warm honey-inspired tones
- strong hierarchy and whitespace
- luxury beauty merchandising
- responsive digital storytelling

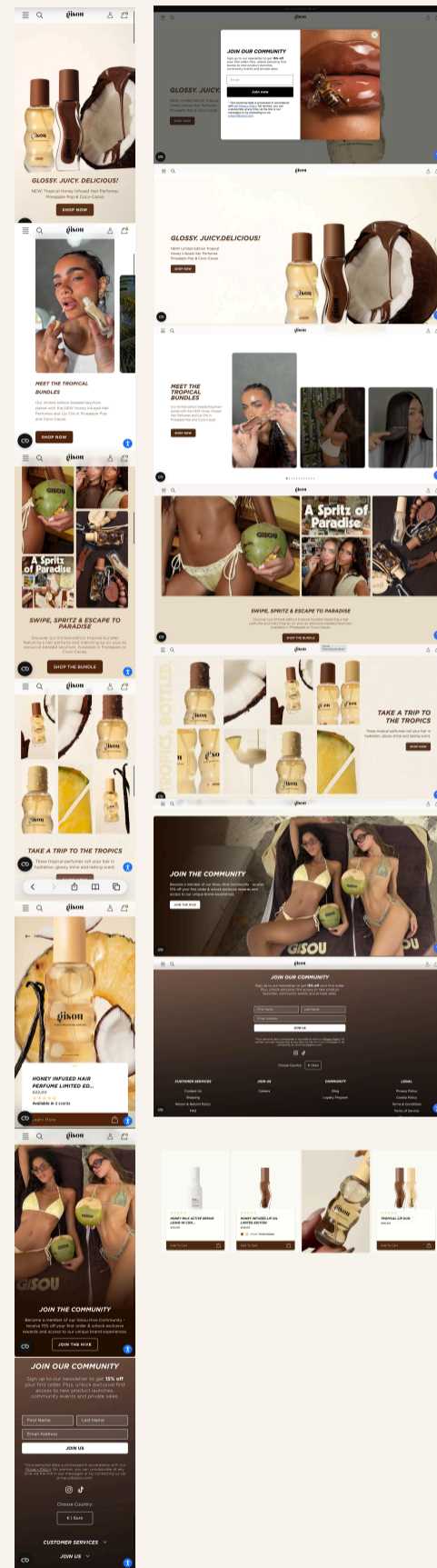
Website landing page size:

Desktop: 1440 px wide

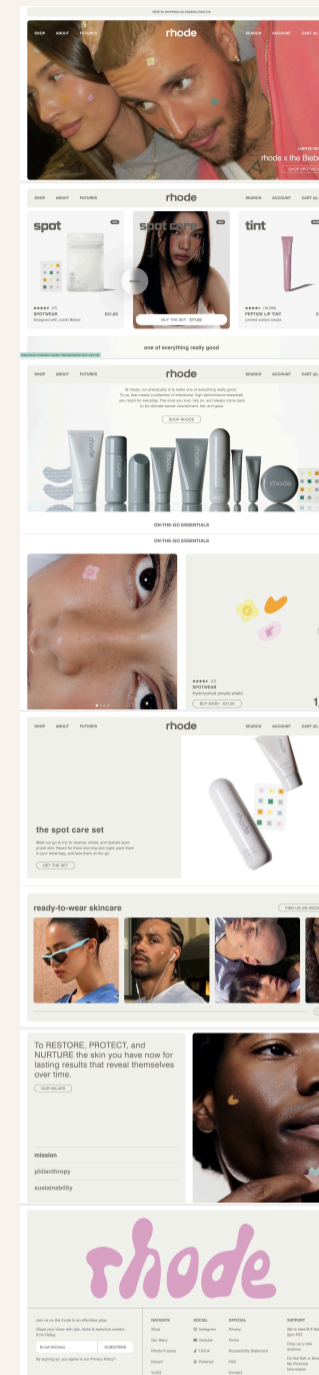
Mobile: 430 px wide

Research

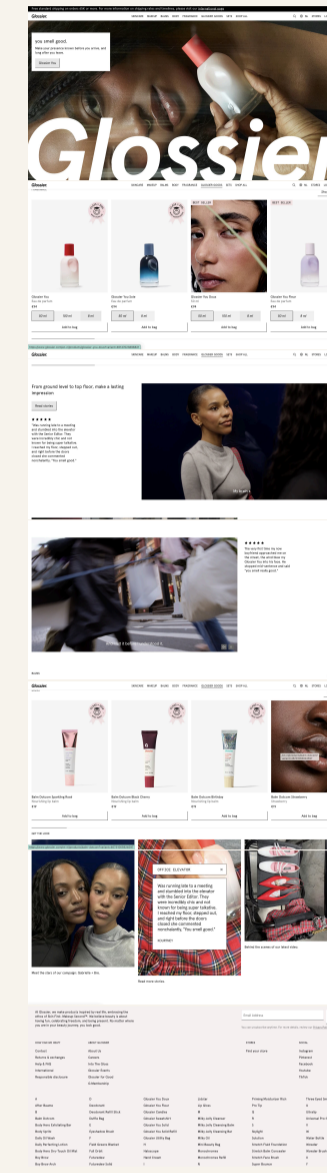
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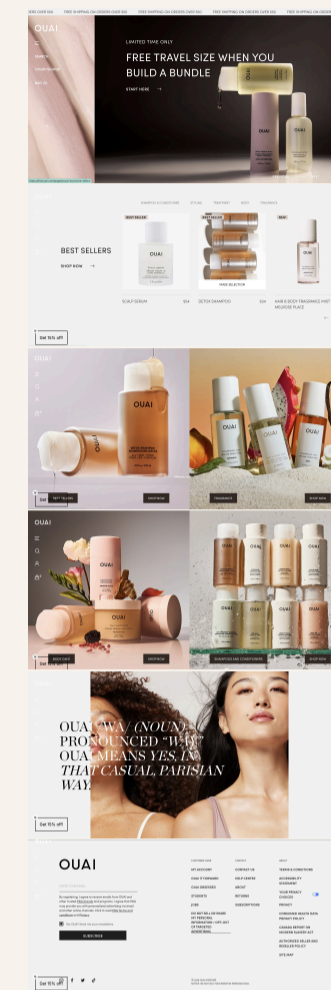
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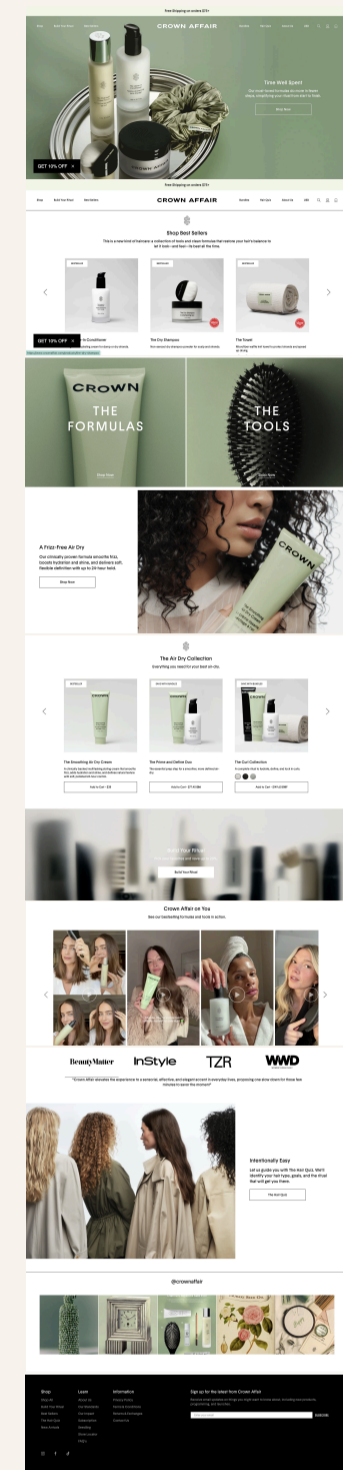
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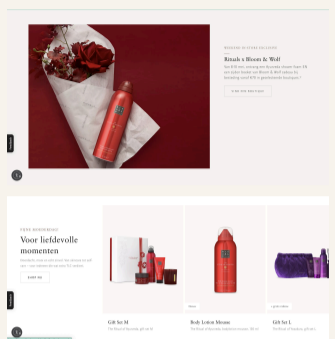
Ouai



CROWN AFFAIR



RITUALS



Color palette

The color palette was inspired by Gisou's honey-infused brand identity and existing visual language. Warm neutrals, soft creams, honey golds, and deep brown accents were used to create a balance between luxury editorial aesthetics and modern e-commerce clarity.

The palette was intentionally kept restrained to allow the campaign imagery and product photography to remain the primary visual focus while maintaining a premium and cohesive browsing experience.

main bg

Grey-100-MAIN
#FAFAFA

bg

Yellow-100
#FFF1CF

buttons

Yellow-300
#FCE9A8

buttons

Brown-600 - MAIN
#53260C

title texts

Yellow-300
#FCE9A8

title texts

Brown-600 - MAIN
#53260C

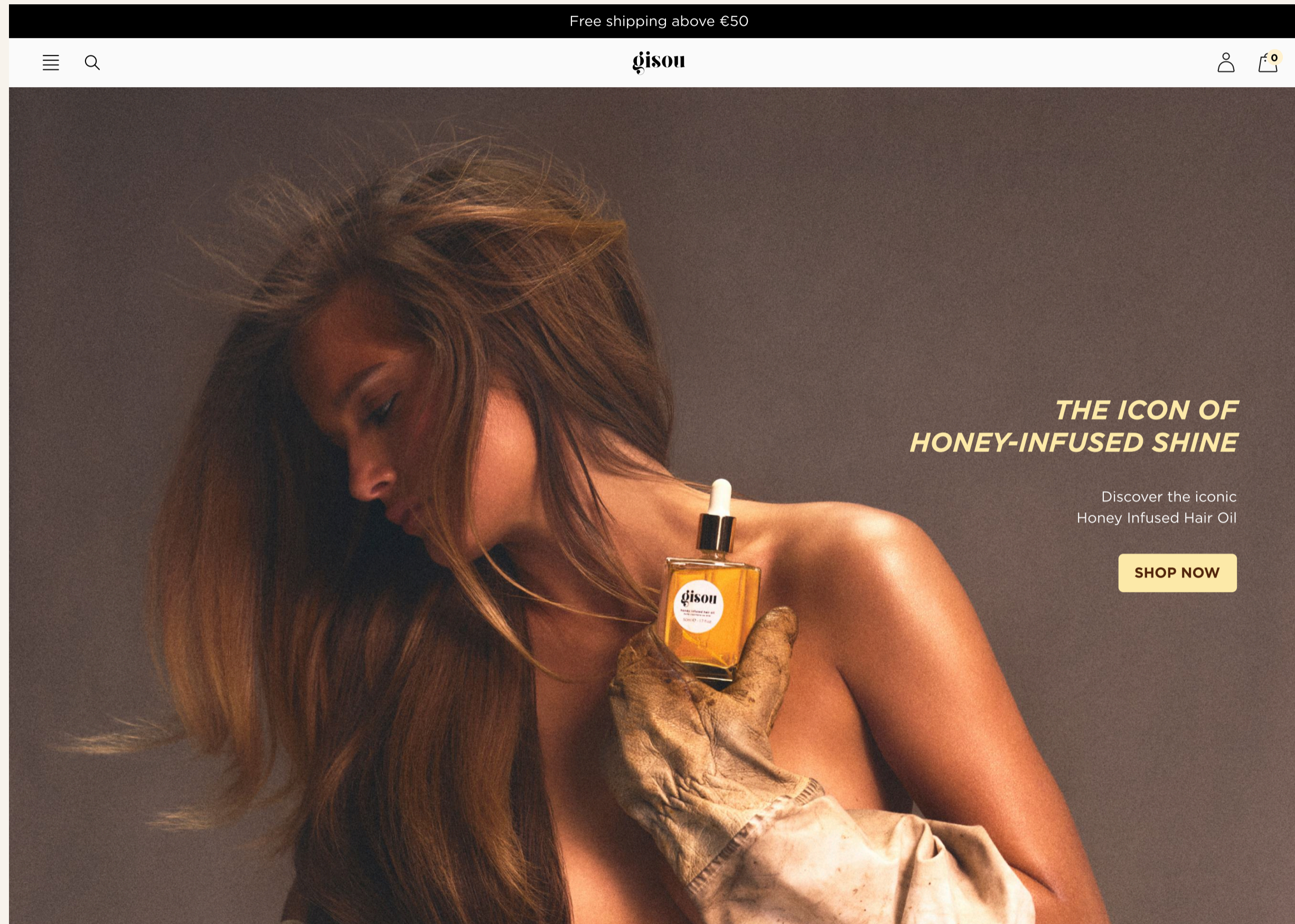
texts

Grey-100-MAIN
#FAFAFA

Graphic Assets



Page overview

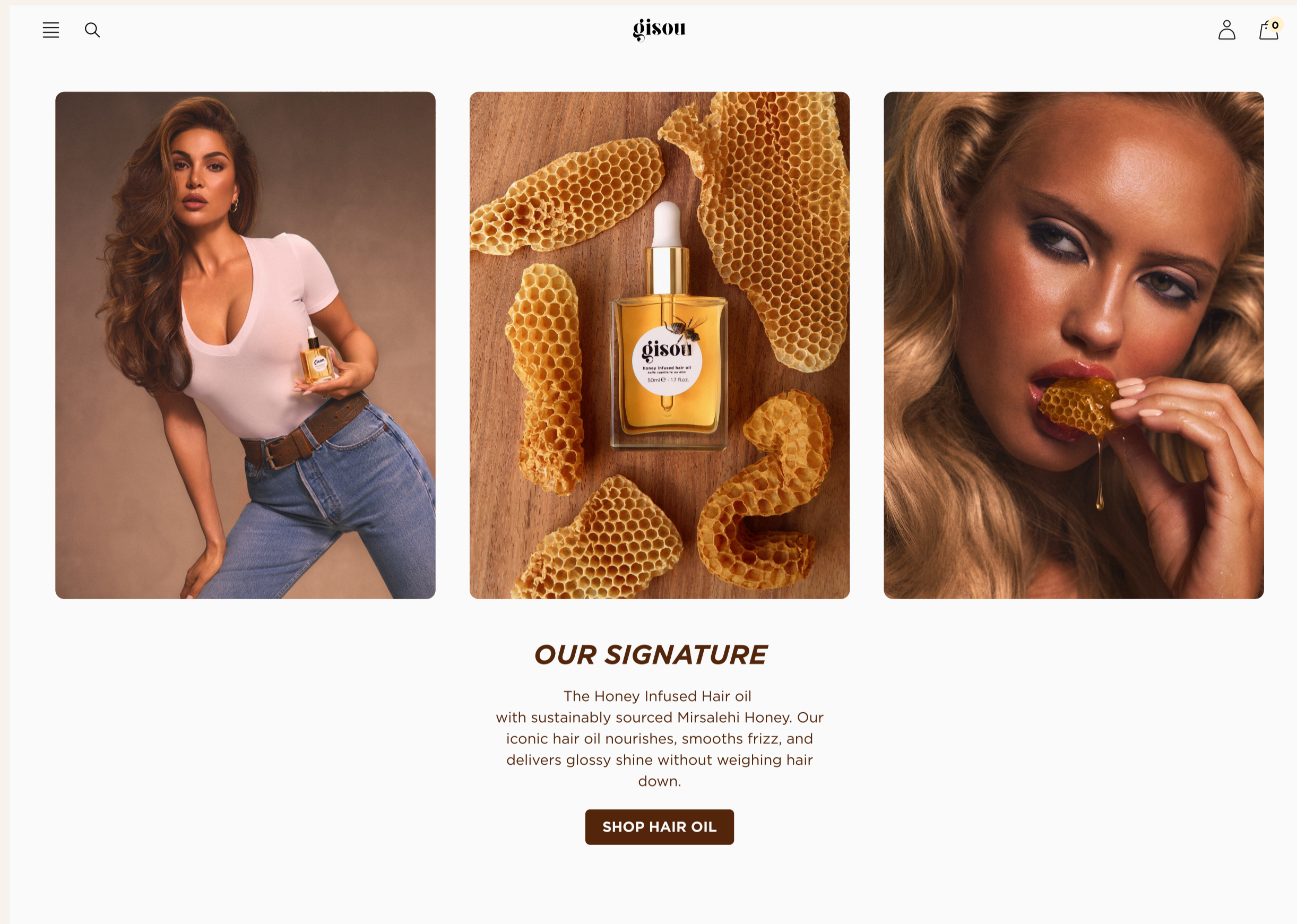


Hero Campaign

The homepage opens with a full-width editorial hero section centered around the Honey Infused Hair Oil as the campaign's hero product. The goal of this section was to create an immediate emotional connection through strong campaign imagery, minimal hierarchy, and aspirational storytelling.

Rather than introducing the experience through a product grid, the hero was designed to feel immersive and premium, positioning Gisou as both a beauty and lifestyle brand. A clear CTA was included to provide an immediate conversion entry point while maintaining a clean visual composition.

Page overview

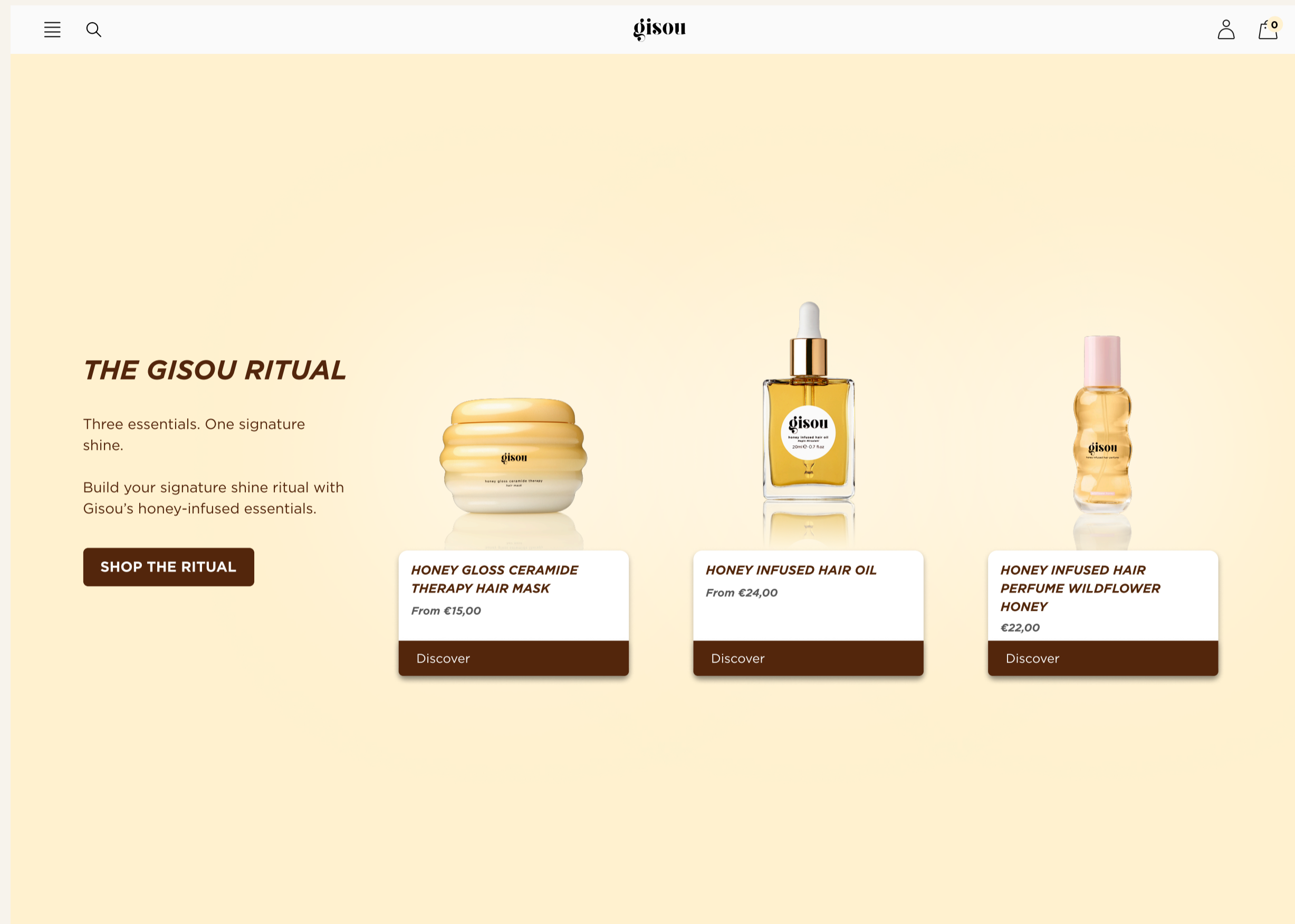


Product Spotlight Section

Following the emotional introduction, the second section transitions into a more product-focused experience. This module highlights the Honey Infused Hair Oil as Gisou's signature product through supporting copy, product-focused visuals, and benefit-driven messaging.

The layout was intentionally simplified compared to the hero section in order to shift the user's attention from inspiration toward product understanding. The section balances editorial presentation with realistic e-commerce functionality through clear hierarchy and CTA placement.

Page overview

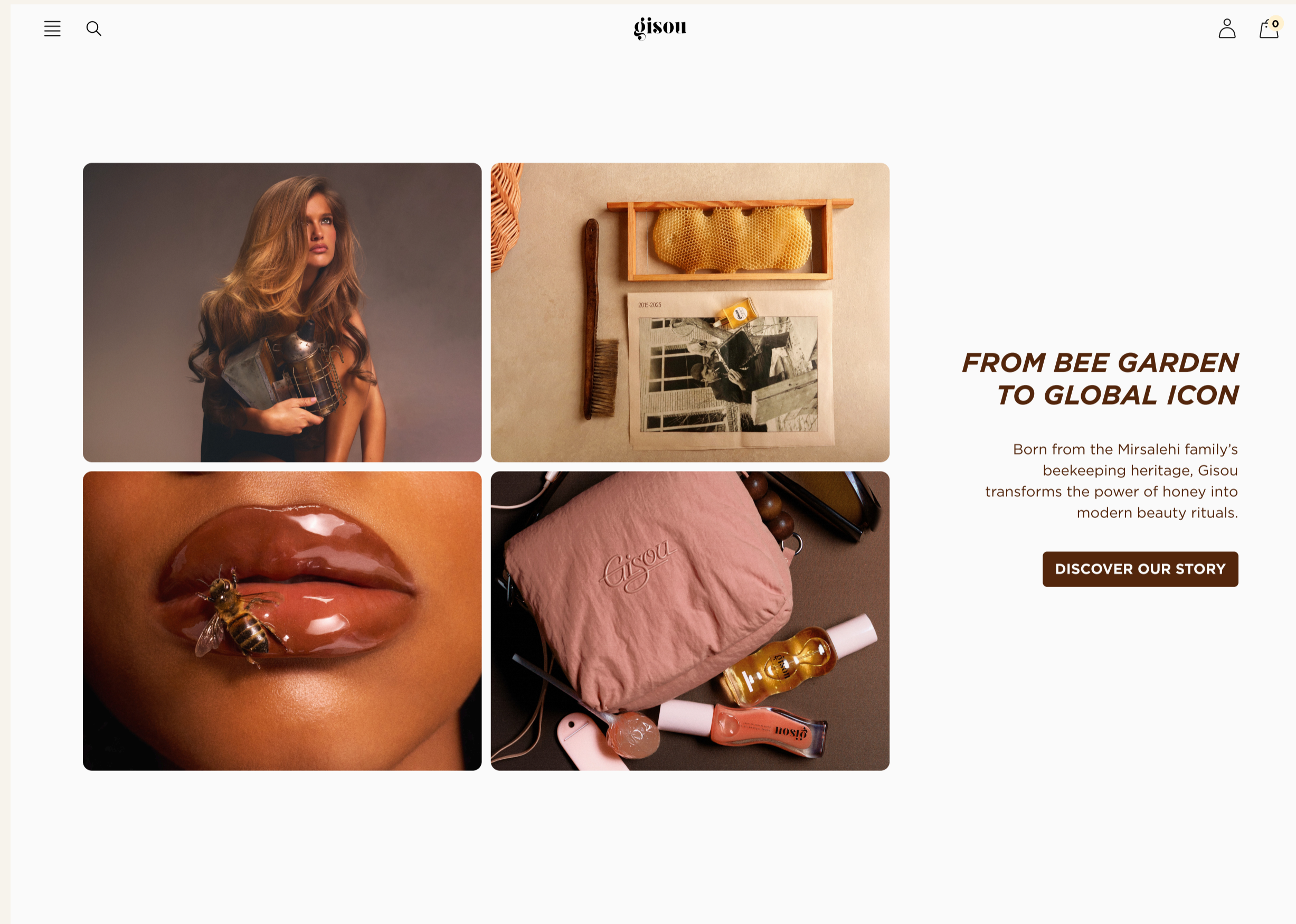


Gisou Ritual / Product Discovery

The third section expands beyond the hero product and introduces the broader Gisou ritual through a curated selection of products. Instead of continuing to focus solely on the Hair Oil, this module was designed to encourage product discovery and simulate basket-building behavior commonly seen in premium beauty e-commerce.

The section combines merchandising and storytelling by presenting the Hair Mask, Hair Oil, and Hair Perfume as part of a cohesive honey-infused beauty ritual.

Page overview



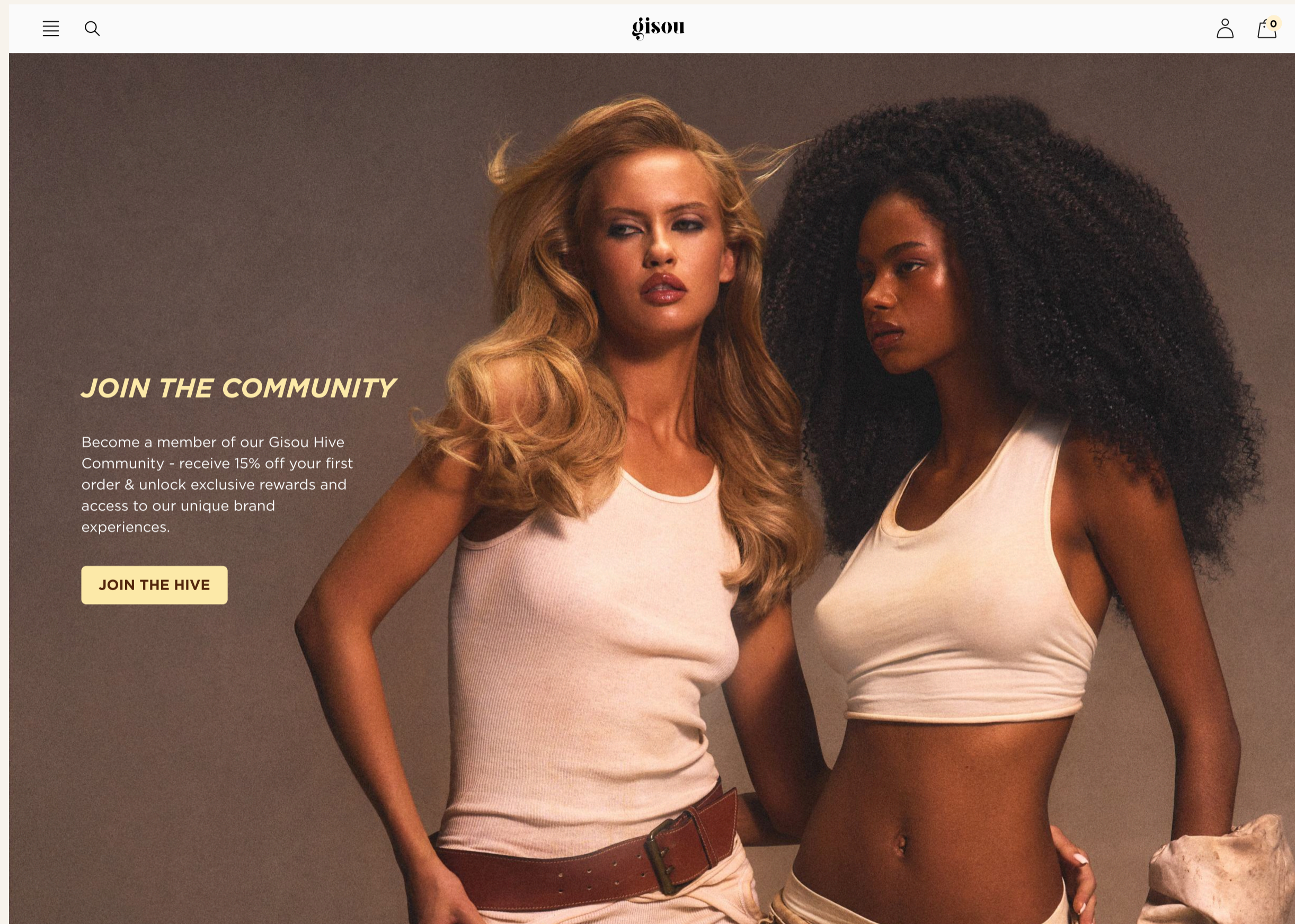
Brand Storytelling & Campaign Editorial

To prevent the homepage from becoming overly transactional, a campaign editorial section was introduced to reinforce Gisou's heritage and emotional brand identity.

Inspired by the "from bee garden to bottle" narrative, this section focuses on the Mirsalehi family's beekeeping legacy and the role of honey within the brand's storytelling. Large editorial imagery and spacious layouts were used to create a luxury magazine-inspired visual moment within the shopping journey.

This section was designed to strengthen authenticity and deepen the emotional connection between the user and the brand.

Page overview



Join Community / CRM Section

A dedicated "Join Community" section was introduced to reflect Gisou's existing CRM experience and strengthen the sense of brand community beyond direct product conversion. Inspired by the email sign-up flow on Gisou's live website, this section was designed as a softer conversion moment within the homepage journey. Rather than focusing purely on sales, the module encourages users to engage with the brand through exclusive launches, campaigns, and honey-infused beauty inspiration.

Page overview

The screenshot displays the gisou website's newsletter sign-up section. At the top, there is a navigation bar with a menu icon, a search icon, the gisou logo, and user account icons. The main content area features a heading "JOIN OUR COMMUNITY" followed by a promotional text: "Sign up to our newsletter to get 15% off your first order. Plus, unlock exclusive first access to new product launches, community events and private sales." Below this is a form with three input fields: "First Name", "Last Name", and "Email Address". A dark brown "JOIN US" button is positioned below the form. A disclaimer states: "*Your personal data is processed in accordance with our [Privacy Policy](#). No worries: you can unsubscribe at any time via the link in our messages or by contacting us via privacy@gisou.com." Social media icons for Instagram and TikTok are shown, along with a "Choose Country:" dropdown menu currently set to "€ | Euro". The footer is divided into four columns: "CUSTOMER SERVICES" (Contact Us, Shipping, Return & Refund Policy, FAQ), "JOIN US" (Careers), "COMMUNITY" (Blog, Loyalty Program), and "LEGAL" (Privacy Policy, Cookie Policy, Terms & Conditions, Terms of Service, Payments).

gisou

JOIN OUR COMMUNITY

Sign up to our newsletter to get **15% off** your first order. Plus, unlock exclusive first access to new product launches, community events and private sales.

First Name Last Name

Email Address

JOIN US

*Your personal data is processed in accordance with our [Privacy Policy](#). No worries: you can unsubscribe at any time via the link in our messages or by contacting us via privacy@gisou.com.

Instagram TikTok

Choose Country: € | Euro

CUSTOMER SERVICES

- Contact Us
- Shipping
- Return & Refund Policy
- FAQ

JOIN US

- Careers

COMMUNITY

- Blog
- Loyalty Program

LEGAL

- Privacy Policy
- Cookie Policy
- Terms & Conditions
- Terms of Service
- Payments

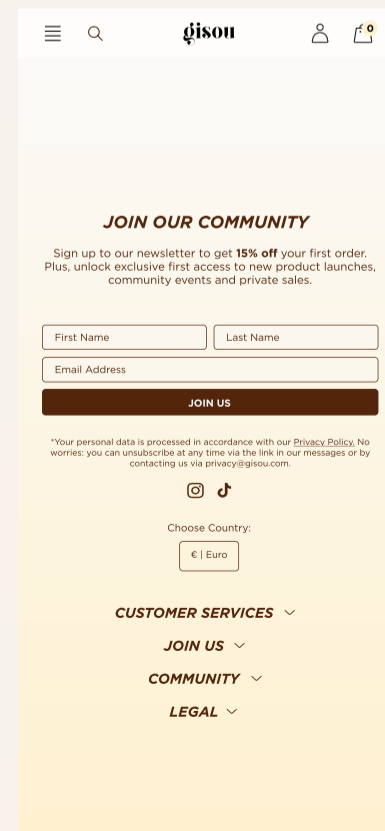
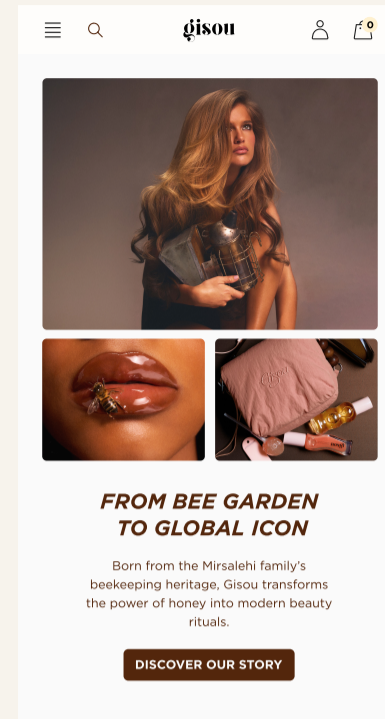
Footer

The footer was designed to maintain consistency with the overall premium e-commerce experience while providing essential navigation, support links, and CRM integration points. Its simplified structure supports usability and accessibility without visually overwhelming the end of the homepage journey.

Responsiveness

A mobile adaptation was developed to ensure the experience remained visually cohesive and user-friendly across devices. Rather than redesigning the concept entirely, the mobile version preserves the same storytelling structure while adapting hierarchy, spacing, image cropping, and CTA placement for smaller screens.

The responsive approach focused on maintaining readability, touch-friendly interaction, and smooth vertical storytelling throughout the mobile experience.



Additional CRM Email Concept

A complementary campaign email was designed to extend the visual language of the homepage into a cohesive digital campaign ecosystem.

