

# TOP BAR COMMENTS: APPLIES SITE WIDE

HTML VERSION (16-07-15)

SHIPPING TO : NETHERLANDS (€) LANGUAGE : ENGLISH

etiquette  
Art of Basics

MENS WOMENS KIDS LIFESTYLE WORLD OF

HOME / THE WORLD OF / ART OF BASICS

Highlighted section should be more **bold** to match original design.

rollover state should be more **bold** to match original design

static state on main navigation items should be 70% Black

Text in location menu should be title case NOT all caps with equal spacing between slashes "/>. Color should be a 50% black

**ORIGINAL DESIGN**

SHIPPING TO: NETHERLANDS (€) LANGUAGE: ENGLISH

etiquette  
Art of Basics

MENS WOMENS KIDS LIFESTYLE WORLD OF

Home / The World Of / Art Of Basics

SHIPPING TO: NETHERLANDS (€) LANGUAGE: ENGLISH

etiquette  
Art of Basics

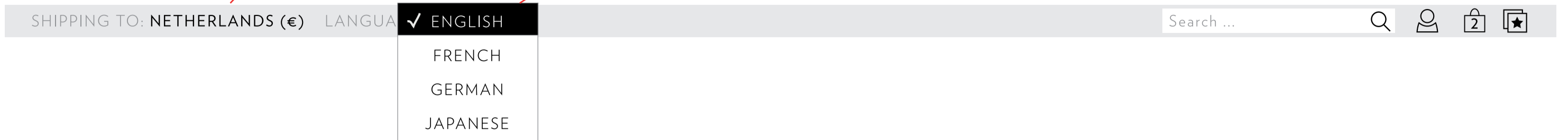
MENS	WOMEN	KIDS	LIFESTYLE	WORLD OF
SOCKS	SOCKS	SOCKS	AUDIO	ABOUT US
UNDERWEAR	UNDERWEAR	UNDERWEAR	BOOKS	ART OF BASICS
LOUNGEWEAR		TOPS & MORE	EYES & HANDS	SPECIAL EDITION
SWIMWEAR		JEWELRY	COLLECTIBLES	JOURNAL
SHIRTS		TOYS	HOME & MORE	STOCKISTS
«LE CLUB»			TRAVEL	

Rollover and dropdown states for each main menu item

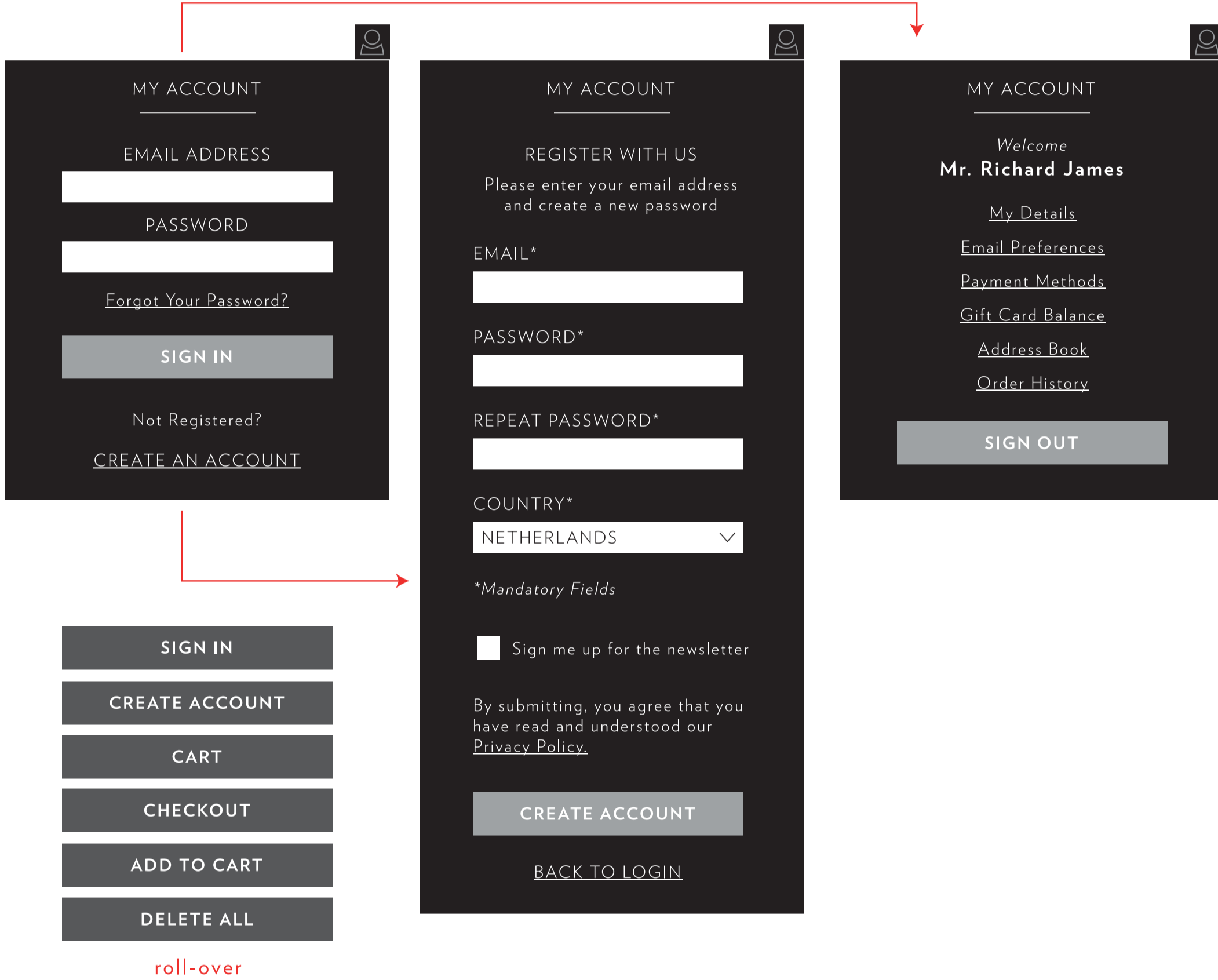
# TOP BAR ROLLOVER STATES AND DROP DOWN MENUS

Drop down with country selection

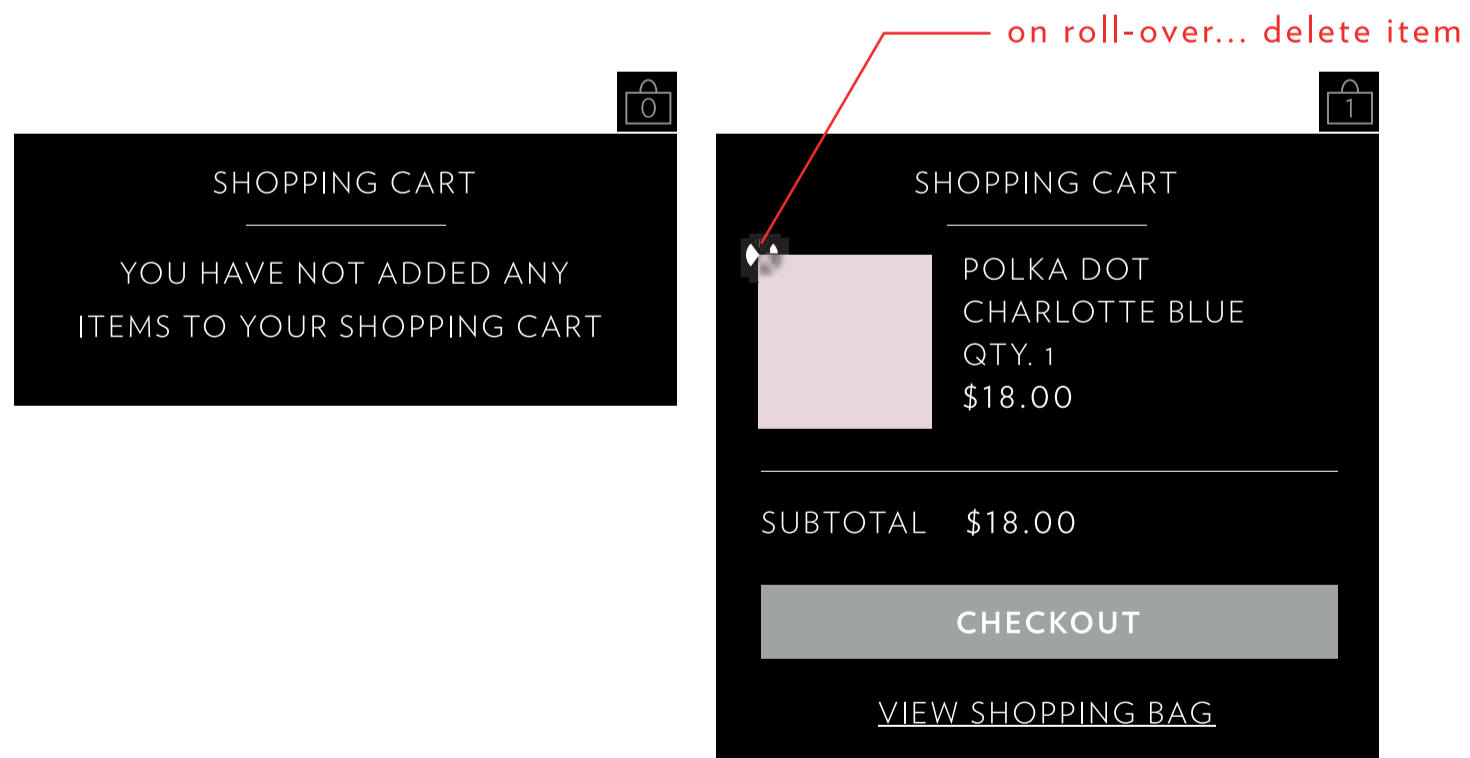
Drop down with 4 languages / set default language per country



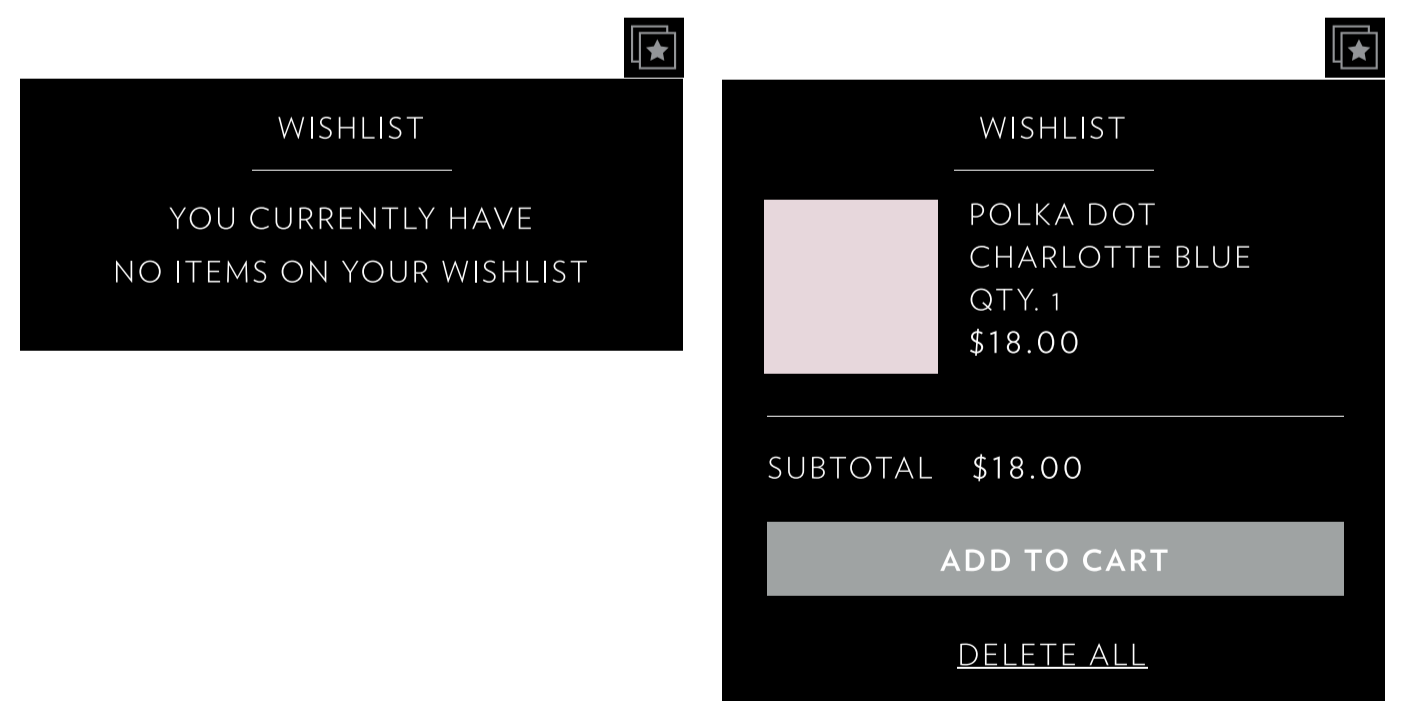
## ACCOUNT DROP DOWN MENU



## SHOPPING BAG DROP DOWN MENU



## WISHLIST DROP DOWN MENU



# PRODUCT GRID / SHOP MENS COMMENTS

HTML VERSION (16-07-15)

product grid should initially show 30 thumbnails (10 rows of 3) as default

- shop MEN
- shop WOMEN
- shop KIDS
- shop LIFESTYLE

FILTER BY:

### COLOR

- Black
- Blue
- Bordeaux
- Brown
- Green
- Grey
- Red
- White
- Yellow

### MATERIAL

- Cotton - Combed
- Cotton - Mercerized
- Cashmere Blend
- Silk Blend
- Merino Blend

### SEASON

- Spring & Summer
- Fall & Winter

### ON SALE

- On Sale & Specials

CLEAR ALL

SEISMIC: Mid Calf Socks  
€ 18.00

SEISMIC: Mid Calf Socks  
€ 18.00

SEISMIC: Mid Calf Socks  
€ 18.00

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€ 18.00

REMOVE rollover animation of secondary thumbnail image. Secondary image with black bar should just simply appear on rollover

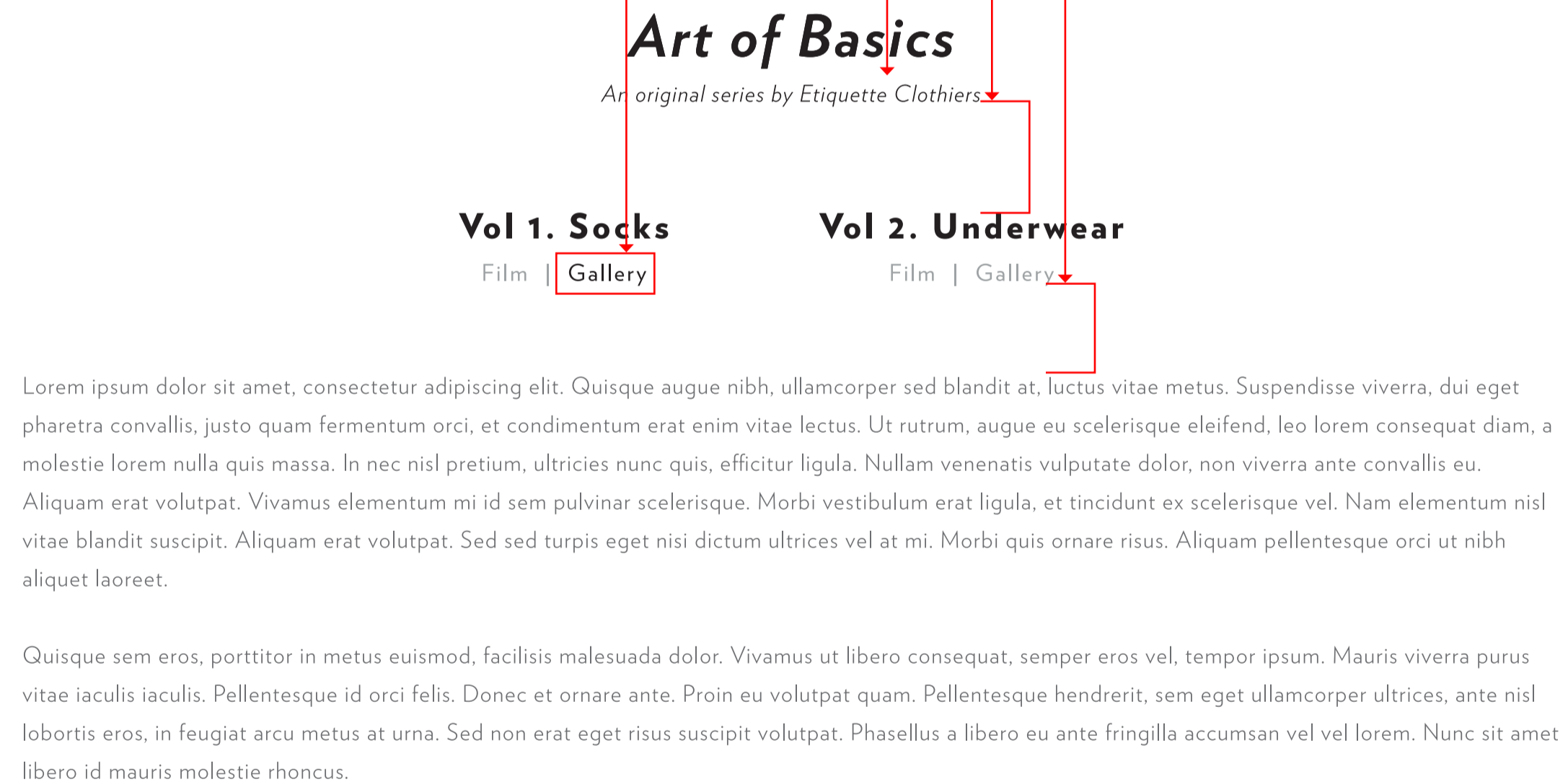
VIEW 9 ▾ 1 2 3 4 5 >

# ART OF BASICS COMMENTS

HTML VERSION (16-07-15)



ORIGINAL DESIGN





# JOURNAL COMMENTS

HTML VERSION (16-07-15)

## etiquette *Art of Basics*

MENS

WOMENS

KIDS

LIFESTYLE

WORLD OF

HOME / THE WORLD OF / JOURNAL



### MODE LUXE BASIC

Lifestyle and Cultural dutch publication, FD Persoonlijk, writes up on the Etiquette Clothiers Amsterdam flagship store.

READ MORE

+ SHARE

### TOP 10

Mode Luxe Basic

Pretty In Pink

Gq All Caps

Spots and Dots

Best Basics

Gifts for The Fashionable Man

Title Seven

Title Eight

Title Nine

Title Ten



### PRETTY IN PINK

Esquire magazine includes the Mixed Polka socks in mango as part of their Pretty In Pink feature.

READ MORE

+ SHARE

### SOCIAL



### TAGS

Artisanship Baby Socks Basics Bread And Butter Brooklyn Circus Capsule Ny Clothiers Colette Craftmanship Crew Cuts Earnshaw's Esquire Essentials Etiquette Friends Gentlemen Globe Trotter Gq Haberdashery Hand Made House Of Waris Instinct Italian Socks Jonny Detiger Kids Socks Luxury Socks Menswear Monocle Organic Baby Organic Cotton Paris Pioneers Proper Refinement Romain Kremer Sea Island Cotton Selectism Socks Steven Alan Tastemaker The Basics Of Etiquette The Laundress New York Underthings Vogue Well-considered



### GQ ALL CAPS

GQ's March 2015 issue highlights Etiquette Clothiers' Rugby Stripes, Mini Polka and Lots of Cash. The perfect compliments to

right side modules should float and remain in place as the journal page scrolls up and down

please add 7 more journal entries and apply auto load function as the page scrolls down. Autoload function should load 4 journal entries at a time



# JOURNAL COMMENTS

HTML VERSION (16-07-15)



## MODE LUXE BASIC

Lifestyle and Cultural dutch publication, FD Persoonlijk, writes up on the Etiquette Clothiers Amsterdam flagship store.

READ MORE

+ SHARE

reduce font size to match original design

reduce font size and box size to match original design  
108px x 35px box

## ORIGINAL DESIGN



## MODE LUXE BASIC

Lifestyle and Cultural dutch publication, FD Persoonlijk, writes up on the Etiquette Clothiers Amsterdam flagship store.

READ MORE  
READ MORE

+ SHARE

# JOURNAL COMMENTS

## HTML VERSION (16-07-15)

## ORIGINAL DESIGN

<p><b>TOP 10</b></p> <p>Mode Luxe Basic — Pretty In Pink — Gq All Caps — Spots and Dots — Best Basics — Gifts for The Fashionable Man — Title Seven — Title Eight — Title Nine — Title Ten —</p> <hr/> <p><b>SOCIAL</b></p> <p><a href="#">f</a> <a href="#">t</a> <a href="#">t</a> <a href="#">i</a> <a href="#">p</a></p> <hr/> <p><b>TAGS</b></p> <p>Artanship Baby Socks Basics Bread And Butter Brooklyn Circus Capsule Ny Clothiers Colette Craftsmanship Crew Cuts Earnshaw's Esquire Essentials Etiquette Friends Gentlemen Globe Trotter Gq Haberdashery Hand Made House Of Waris Instinct Italian Socks Jonny Detiger Kids Socks Luxury Socks Menswear Monocle Organic Baby Organic Cotton Paris Pioneers Proper Refinement Romain Kremer Sea Island Cotton Selectism Socks Steven Alan Tastemaker The Basics Of Etiquette The Laundress New York Underthings Vogue Well-considered</p>	<p>change "TOP 10" to "TOP TEN"</p> <p>reduce font size to match original design</p>	<p><b>TOP TEN</b></p> <p>Mode Luxe Basic — Pretty In Pink — Gq All Caps — Spots and Dots — Best Basics — Gifts for The Fashionable Man — Title Seven — Title Eight — Title Nine — Title Ten</p> <hr/> <p><b>SOCIAL</b></p> <p><a href="#">f</a> <a href="#">t</a> <a href="#">t</a> <a href="#">i</a> <a href="#">p</a></p> <hr/> <p><b>TAGS</b></p> <p>Artanship Baby Socks Basics Bread And Butter Brooklyn Circus Capsule Ny Clothiers Colette Craftsmanship Crew Cuts Earnshaw's Esquire Essentials Etiquette Friends Gentlemen Globe Trotter Gq Haberdashery Hand Made House Of Waris Instinct Italian Socks Jonny Detiger Kids Socks Luxury Socks Menswear Monocle Organic Baby Organic Cotton Paris Pioneers Proper Refinement Romain Kremer Sea Island Cotton Selectism Socks Steven Alan Tastemaker The Basics Of Etiquette The Laundress New York Underthings Vogue Well-considered</p>
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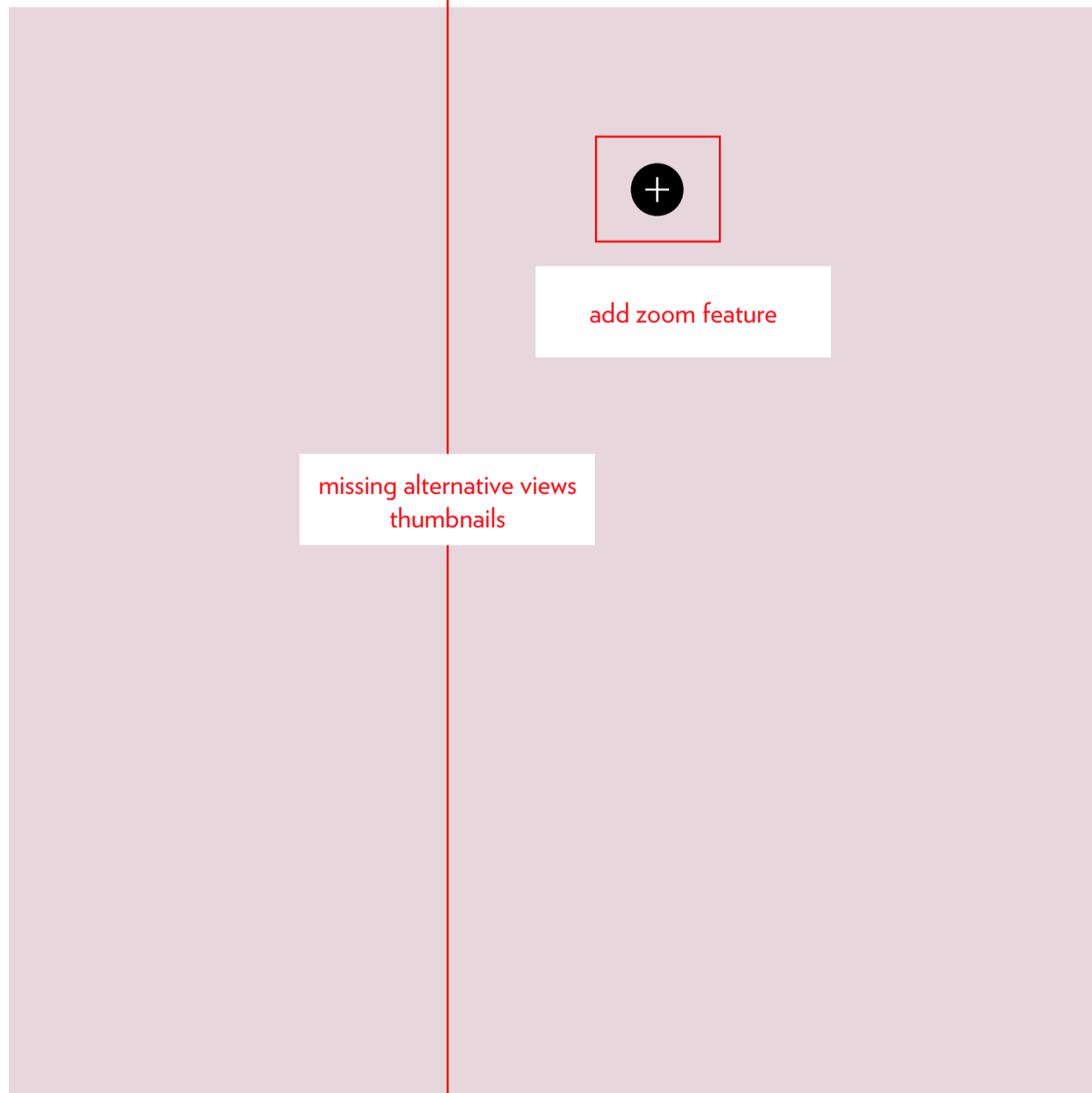


# LE CLUB COMMENTS

HTML VERSION (16-07-15)

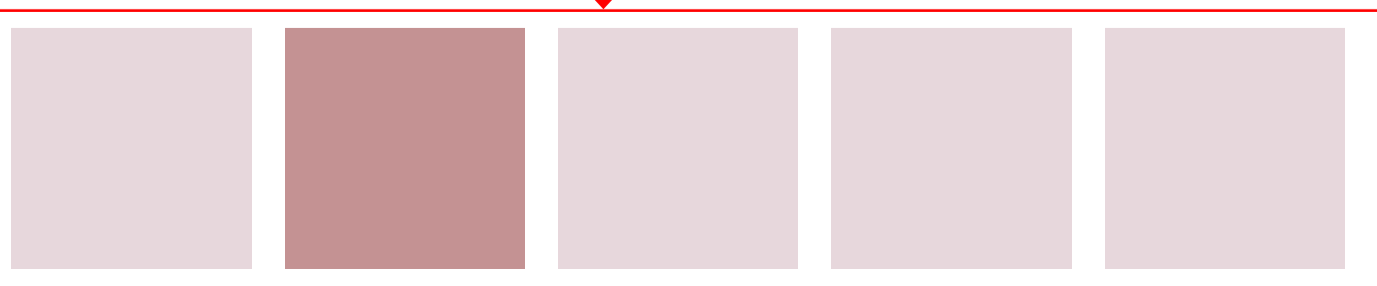


## ORIGINAL DESIGN



missing alternative views thumbnails

add zoom feature



## BASIC LUXURY

3-PACK Mid Calf Mens Socks

### DESCRIPTION

Purchasing from ETIQUETTE CLOTHIERS is easy:  
If you know what you are looking for, use the CLOTHING, SHOES and ACCESSORIES links. You can also shop by browsing the JOURNAL section or directly by designer.

### DETAILS & CARE

### SIZE GUIDE

### SHIPPING & DELIVERY

### CHOOSE YOUR «LEE SHOP» SUBSCRIPTION (How dose it work?)

<input type="checkbox"/>	1 deliveries per years	€ 40.00
<input type="checkbox"/>	3 deliveries per years	€ 140.00
<input type="checkbox"/>	6 deliveries per years	€ 240.00
<input type="checkbox"/>	12 deliveries per years	€ 450.00

COLOR SIZE QUANTITY  
OS 01

ADD TO BAG ADD TO WISHLIST + SHARE

### AVAILABLE COLORS



description dropdown should be CLOSED when page is initially opened

match spacing to original design

## BASIC LUXURY

3-PACK Mid Calf Mens Sock

### DESCRIPTION

### DETAILS & CARE

### SIZE GUIDE

### SHIPPING & DELIVERY

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COLOR SIZE QUANTITY  
OS 01

ADD TO BAG ADD TO WISHLIST + SHARE

### AVAILABLE COLORS





# LE CLUB COMMENTS

HTML VERSION (16-07-15)

YOU MAY ALSO LIKE / RECENTLY VIEWED

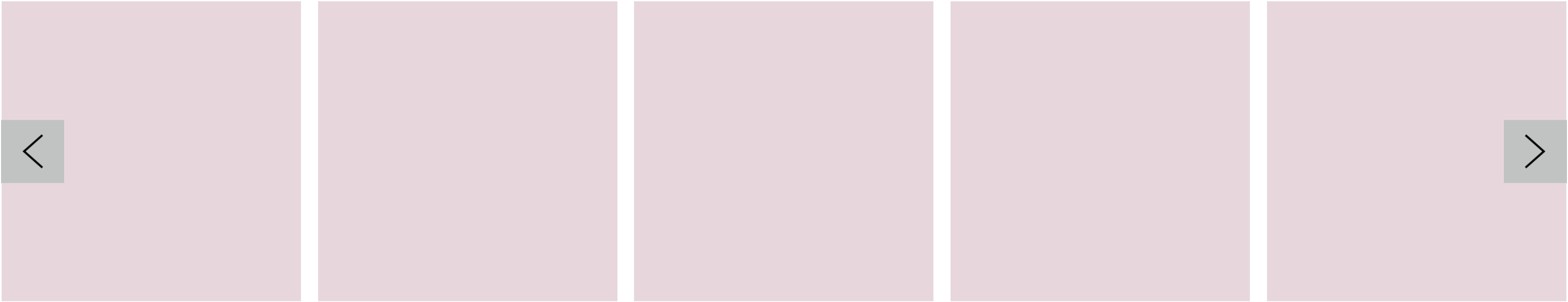


reduce font size to match original design.

“YOU MAY ALSO LIKE” should also be more bold

## ORIGINAL DESIGN

YOU MAY ALSO LIKE / RECENTLY VIEWED



# FAQ COMMENTS

HTML VERSION (16-07-15)

## the DETAILS

FAQ's

Contact

Ordering & Shipping

Terms Of Use

Privacy Policy

all submenu items should be reduced in size to match original design.

current subsection should be more bold

COMMENTS APPLIES SITE WIDE

## ORIGINAL DESIGN

## the DETAILS

FAQ's

Contact

Ordering & Shipping

Terms Of Use

Privacy Policy

## HOW DO I MAKE A PURCHASE?

Purchasing from ETIQUETTE CLOTHIERS is easy:

If you know what you are looking for, use the CLOTHING, SHOES and ACCESSORIES links. You can also shop by browsing the JOURNAL section or directly by designer.

Once you have found an item, select your size and use the 'ADD TO SHOPPING BAG' button underneath.

Review the items in your shopping bag by selecting the 'SHOPPING BAG' link at the top of the page. You can add products to your Wish List or use the 'REMOVE FROM BASKET' link to delete items from your shopping bag.

Click on 'PROCEED TO PURCHASE' to complete your order.

DO I NEED AN ACCOUNT TO PLACE AN ORDER?

HOW DO I REGISTER FOR AN ACCOUNT?

WHY SHOULD I REGISTER FOR AN ONLINE ACCOUNT?

WHAT IF MY ACCOUNT INFORMATION CHANGES?

HOW DO I PLACE AN ORDER?

I'M HAVING PROBLEMS PLACING AN ORDER. WHAT CAN I DO?

I CAN'T FIND THE ITEM I AM LOOKING FOR. WHAT SHOULD I DO?

HOW DO I DETERMINE THE SHIPPING CHARGES ON MY ORDER?

HOW CAN I MAKE SURE MY ORDER WENT THROUGH?

WHAT FORMS OF PAYMENT CAN I USE?

HOW DO I CHANGE CURRENCY?

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HOW DO I CHANGE CURRENCY?

///.....etc....



# CONTACT COMMENTS

HTML VERSION (16-07-15)

## the DETAILS

FAQ's

Contact

Ordering & Shipping

Terms Of Use

Privacy Policy

all submenu items should be reduced in size to match original design.

current subsection should be more bold

COMMENTS APPLIES SITE WIDE

## ORIGINAL DESIGN

## the DETAILS

FAQ's

Contact

Ordering & Shipping

Terms of Use

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If you require immediate assistance please contact our Customer Service by entering your information below. For questions about orders, please include your name, order number and ZIP code of the billing address.

NAME  
Your Name Here

EMAIL  
Enter Your Email Here

MESSAGE  
Write a Comment Here

SIGN UP FOR THE ETIQUETTE NEWSLETTER

SUBMIT

If you require immediate assistance please contact our Customer Service by entering your information below. For questions about orders, please include your name, order number and ZIP code of the billing address.

NAME

EMAIL

MESSAGE

SIGN UP FOR THE ETIQUETTE NEWSLETTER

SUBMIT

match font size and letter spacing to original design

match font size to original design

match font size/spacing and button shape to match original design

# ORDERING AND SHIPPING COMMENTS

HTML VERSION (16-07-15)

## the DETAILS

FAQ's

Contact

**Ordering & Shipping**

Terms Of Use

Privacy Policy

## SHIPPING & DELIVERY

Select your shipping destination from the list of countries below to display the available options and charges associated by region.

Select destination country

- Select destination country
- Select destination country
- Select destination country
- Select destination country

SHIPPING OPTIONS	DELIVERY TIME	COST
Standard	Delivery between 7-10 Days*	€ 10.00
Priority	Delivery between 2-3 days	€ 25.00

\*Standard Shipping is FREE on all orders €85.00 and above

- UPS STANDARD
- UPS SAVER
- UPS WORLDWIDE EXPRESS
- SHIPPING RESTRICTIONS
- SALES TAX
- FORMS OF PAYMENT
- WHEN YOU ARE CHARGED
- PLACING AN ORDER
- ADDING ITEMS TO THE SHOPPING CART
- CHECKING OUT
- CHANGING AN ORDER

all submenu items should be reduced in size to match original design.

current subsection should be more bold

COMMENTS APPLIES SITE WIDE

Pull down function makes the bottom navigation menu "jitter". please fix THIS COMMENT APPLIES SITE WIDE

Change drop down design to match design below. Initial country should be country detected please make functional and list all countries

## ORIGINAL VERSION

## the DETAILS

FAQ's

Contact

**Ordering & Shipping**

Terms of Use

Privacy Policy

## SHIPPING & DELIVERY

Select your shipping destination from the list of countries below to display the available options and charges associated by region.

Netherlands

SHIPPING OPTIONS	DELIVERY TIME	COST
Standard	Delivery between 7-10 Days*	€10.00
Priority	Delivery between 2-3 days	€25.00

\*Standard Shipping is FREE on all orders €85.00 and above

- UPS STANDARD
- UPS SAVER
- UPS WORLDWIDE EXPRESS
- SHIPPING RESTRICTIONS
- SALES TAX
- FORMS OF PAYMENT
- WHEN YOU ARE CHARGED
- PLACING AN ORDER
- ADDING ITEMS TO THE SHOPPING CART
- CHECKING OUT
- CHANGING AN ORDER

Font in country drop down menu should also be in Verlag

Netherlands

- Namibia
- Nauru
- Nepal
- Netherlands**
- Netherlands Antilles
- New Caledonia
- New Zealand
- Nicaragua
- Niger
- Nigeria
- Niue
- Norfolk Island
- Northern Mariana Islands
- North Korea
- Norway
- Oman
- Pakistan
- Palau
- Palestinian Territories
- Panama

///.....etc....



# TERMS COMMENTS

## HTML VERSION (16-07-15)

### the DETAILS

- FAQ's
- Contact
- Ordering & Shipping
- Terms Of Use**
- Privacy Policy

all submenu items should be reduced in size to match original design.

current subsection should be none bold

COMMENTS APPLIES SITE WIDE

## ORIGINAL DESIGN

### the DETAILS

- FAQ's
- Contact
- Shipping/Returns
- Terms of Use**
- Privacy Policy

### TERMS OF USE

Please carefully read the following Terms of Use before using the etiquetteclothiers.com Web site (the "Site"). By accessing this Site, you agree to be bound by these Terms of Use. These Terms of Use may be updated from time to time. Accordingly, you should check the date of the Terms of Use (which appear at the end of this document) and review any changes since the last version. If at any time you do not agree to these Terms of Use, please do not use this Site.

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#### USAGE RESTRICTIONS INTELLECTUAL PROPERTY

#### USER COMMENTS, FEEDBACK, POSTCARDS AND OTHER SUBMISSIONS

#### INACCURACIES

#### TERM / TERMINATION

#### NOTICE

#### ENFORCEMENT OF TERMS AND CONDITIONS

#### USE OF SITE

#### INDEMNIFICATION

#### THIRD PARTY LINKS

#### DISCLAIMER

#### LIMITATION OF LIABILITY

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# PRIVACY COMMENTS

HTML VERSION (16-07-15)

## the DETAILS

FAQ's

Contact

Ordering & Shipping

Terms Of Use

Privacy Policy



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current subsection should be more bold

COMMENTS APPLIES SITE WIDE

## ORIGINAL DESIGN

## the DETAILS

FAQ's

Contact

Shipping/returns

Terms Of Use

Privacy Policy



## PRIVACY POLICY



Thank you for shopping at etiquetteclothiers.com. Ensuring the privacy and security of your personal information is very important to us. Our privacy and security policy outlines the information we collect about you, how and why we use the information and the choices you have to restrict our usage of this information.

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### COLLECTED INFORMATION



---

### POLICY CHANGES



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### COLLECTED INFORMATION



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### POLICY CHANGES

