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## E-Commerce Clothing Website

*Kashish Giri<sup>1</sup>, Saniya Ghoderao<sup>2</sup>, Mahek Divecha<sup>3</sup>, Unnati Kale<sup>4</sup>, S.A.Kshirsagar<sup>5</sup>*

<sup>1</sup>Department of Computer Technology Sou. Venutai Chavan Polytechnic, Pune

Email: [girikashish1104@gmail.com](mailto:girikashish1104@gmail.com)

<sup>2</sup>Department of Computer Technology Sou. Venutai Chavan Polytechnic, Pune

Email: [siddhantghoderao7886@gmail.com](mailto:siddhantghoderao7886@gmail.com)

<sup>3</sup>Department of Computer Technology Sou. Venutai Chavan Polytechnic, Pune

Email: [divechamahek@gmail.com](mailto:divechamahek@gmail.com)

<sup>4</sup>Department of Computer Technology Sou. Venutai Chavan Polytechnic, Pune

Email: [unnati.kale286@gmail.com](mailto:unnati.kale286@gmail.com)

<sup>5</sup>Lecturer and project guide Department of Computer Technology Sou. Venutai Chavan Polytechnic, Pune

Email: [sujatakshirsagar14gmail.com](mailto:sujatakshirsagar14gmail.com)

### ABSTRACT

This project outlines the design and development of a responsive e-commerce website for "Extinct," a sustainable clothing brand inspired by extinct species. The main objective is to create an engaging platform that embodies the brand's values and improves the online shopping experience. Key requirements include a unified branding strategy featuring a unique color palette, contemporary typography, and a high-resolution logo.

The website will showcase minimalistic, high-quality images across key pages: Home, Shop, Product, About Us, and Contact Us. Essential functionalities will include a comprehensive e-commerce setup with shopping cart capabilities, payment gateways (Stripe, PayPal, Razorpay).

To ensure accessibility, the site will be optimized for mobile, tablet, and desktop devices, emphasizing fast loading speeds and easy navigation. SEO practices will include the use of meta tags, descriptive alt text, and clean URLs. Security measures, such as an SSL certificate and a privacy policy, will safeguard user data. Analytics tools like Google Analytics and marketing pixel integration will help monitor user behavior and traffic. Thorough testing will ensure compatibility and functionality across different browsers. Ultimately, the website seeks to blend fashion with purpose, creating a community dedicated to sustainability and conservation.

**Keywords:** Clothing website , E-commerce , Store Management system.

## 1. INTRODUCTION

EXTINCT is a creative project aimed at redefining the concept of fashion through a bold exploration of individual identity and cultural references. The website serves as a platform to showcase a curated collection of clothing that blends vintage inspirations with contemporary designs. The project draws from the idea of what is considered "lost" or "forgotten" in fashion, resurrecting those elements to create something fresh, unique, and meaningful. By focusing on sustainable practices and an inclusive approach to style, EXTINCT aims to challenge traditional fashion narratives while offering a new perspective on personal expression through clothing.

The project's development is grounded in the belief that fashion is more than just clothing—it is an art form that represents our stories and our evolution. The website is

designed to be a space where creativity and culture collide, offering a range of pieces that allow individuals to experiment with their personal style. EXTINCT not only serves as a digital marketplace but as an evolving project that encourages its community to be part of the conversation around what fashion can and should represent in the modern world.

## 2. SYSTEM ARCHITECTURE

The proposed system architecture contains the subsequent components, a summary of its components and procedure is provided below:

### 1. Plan :

- This phase involves understanding the project scope, defining objectives, and creating a plan. The team collaborates to outline the tasks that need to

be completed during the sprint or iteration.

## 2. Design :

The design phase focuses on creating the architecture and user experience for the product. This includes wireframes, mockups, or system architecture needed to guide the development team.

## 3. Develop:

The development phase is where coding and programming occur. The team works on building the actual features based on the design specifications, focusing on creating small, workable increments of the product.

## 4. Test:

Once development is complete, the code is tested to ensure that it works correctly and meets the customer requirements. Testing may include automated tests, user acceptance testing (UAT), and bug fixing

## 5. Deploy :

After testing, the code is deployed to a staging or production environment. Deployment ensures that the product increments are made available to the users, with configurations applied as necessary.

## 6. Review :

The review phase involves evaluating the work completed during the sprint. The team gathers feedback from stakeholders and the product owner to assess whether the deliverables meet expectations and to identify areas for improvement.

## 7. Launch :

Once the product is reviewed and any final adjustments are made, the launch phase involves releasing the product or new features to the end users or customers. This phase marks the delivery of the increment or final product.

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## 3. PROPOSED METHODOLOGY

Agile methodology is a project management framework that focuses on collaboration, continuous improvement, and delivering working products quickly. It's an iterative process that involves breaking projects into phases, called sprints, and then reflecting on each sprint to improve the strategy for the next one

- **Iterative**

Agile methodology is an iterative process that involves planning, executing, and evaluating.

- **Collaborative**

Agile methodology emphasizes collaboration between teams and stakeholders.

- **Incremental**

Agile methodology breaks projects into smaller, more manageable parts to complete them faster and more easily.

- **Adaptable**

Agile methodology prioritizes adapting to change and quick delivery over following a set plan

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## 4. IMPLEMENTATION

### *Technologies Used*

- Frontend: Web-based application (HTML, CSS, JavaScript, React or Angular for dynamic UI)
- Backend: Node.js or Django for server-side development; MongoDB or MySQL for database management
- Payment Gateway Integration: Stripe or PayPal for processing payments
- Security: HTTPS, JWT (JSON Web Tokens) for authentication and secure user sessions
- Cloud Hosting: AWS or Firebase for scalable hosting and storage

### *User Roles*

- Customer:
  - Browse products
  - Add items to cart
  - Place orders
  - View order history
  - Receive order status updates and alerts
- Admin:
  - Manage product listings (add, edit, delete)

- Track inventory and stock levels
  - Manage customer orders (view, update order status)
  - Generate sales reports and analytics
- Delivery Partner:
  - View orders assigned for delivery
  - Update delivery status
  - Mark items as delivered
- Support Team:
  - Handle customer inquiries and complaints
  - Manage returns and refunds
  - Update customer issues status

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## SCOPE FOR FUTURE WORK

The landscape of online shopping is changing quickly, influenced by ongoing technological advancements, shifts in consumer habits, and new developments in the eCommerce sector. A key trend that is shaping the future is the smooth integration of e-commerce with social media platforms. As social media becomes an increasingly important space for user engagement, the distinction between social networking and online shopping is fading. Consumers will have more opportunities to buy products directly from social media apps like Instagram, Facebook, and TikTok, thanks to built-in shopping features. This transition will enhance convenience, enabling users to browse, shop, and complete purchases without leaving the platforms they already use. Moreover, the growth of live streaming shopping events, where influencers and brands conduct real-time sales sessions, will further enhance the social commerce experience.

Augmented reality (AR) and virtual reality (VR) technologies are also poised to revolutionize the online shopping landscape. With AR, consumers will be able to "try on" clothing, makeup, and accessories using their smartphone cameras, providing a virtual fitting room experience that reduces the uncertainty of buying products online. Virtual reality, on the other hand, will offer a more immersive shopping experience, allowing customers to step into a virtual store, interact with products in 3D, and shop as if they were physically present in a brick-and-mortar location. This innovation will make the online shopping experience feel more tangible and engaging, particularly for products like clothing, makeup, and furniture where fit and style are critical to purchasing decisions.

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## CONCLUSION

An e-commerce website can help businesses connect with a global audience, lower operational costs, and provide a personalized customer experience, making it a rapidly growing industry. Global retail e-commerce sales are projected to hit \$6.3 trillion by 2024. While online shopping offers significant convenience, it can also promote irresponsible consumption habits, such as taking advantage of free returns and expedited shipping. These behaviors contribute to the existing environmental challenges we face, including global warming, waste, and pollution. It's essential for us to adopt a more responsible and thoughtful approach to e-commerce that considers the impact on the environment.

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