Mockup Review Notes

Project: Martin Margiela
Creative Director: Kyle Chang

Overall, I prefer **Mockup A for desktop and Mockup B for mobile.**

- I really like the editorial layout of Mockup A, especially the asymmetrical placement of images and text, and the use of negative space. It feels more experimental and reflects Margiela's design philosophy.
- The scrolling experience in A feels more engaging, almost like reading through a fashion editorial rather than a conventional informational website.
- However, I think Mockup B has a clearer navigation system and content hierarchy, making it easier for users to understand and explore the website.
- I particularly like the mobile version of B. The numbered sections, horizontal dividers, and arrows almost resemble a receipt, printed index, or archival document, which I think connects nicely to Margiela's visual identity.
- I wonder if we could preserve the editorial quality of A while incorporating some of B's clearer navigation elements.
- For mobile, I would lean toward B's layout and navigation, while maintaining some of the visual rhythm and asymmetry that make A interesting.
- It might also be interesting to explore subtle interactive elements inspired by Margiela's numbered labels or garment tags to further connect the website's functionality with his design language.