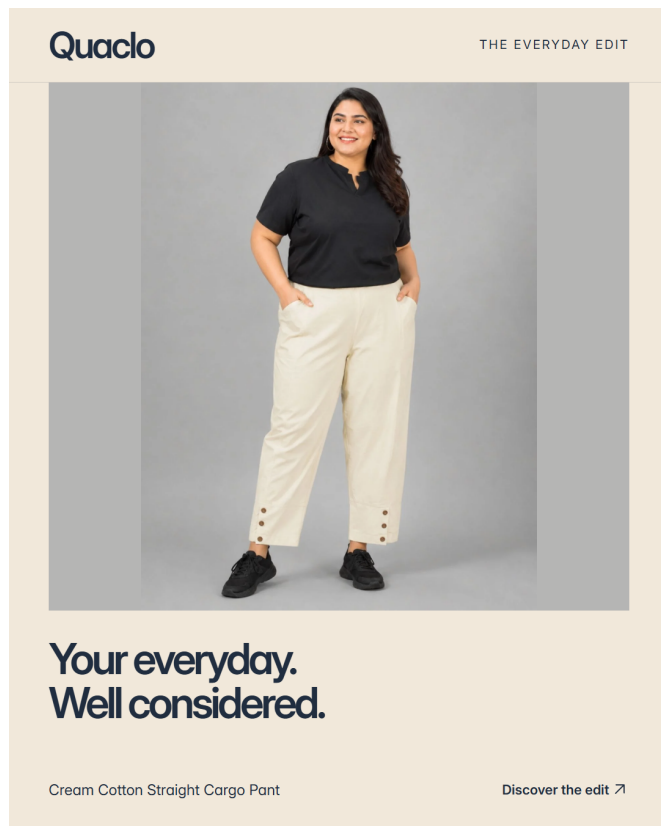


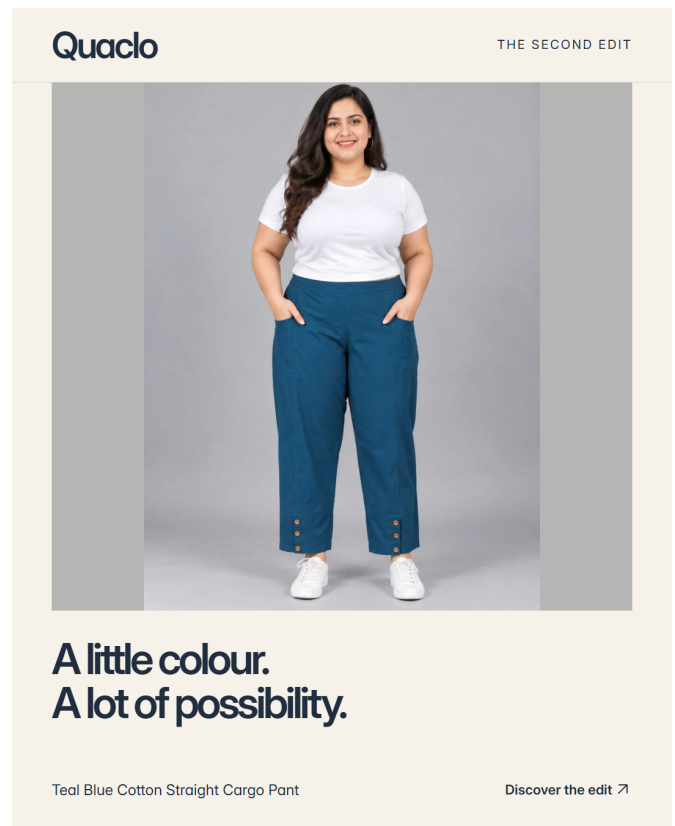
Give an everyday essential a clear point of view.

A wardrobe-first direction for Quaclo's cargo pants, using the brand's real on-model imagery and a practical, unfussy visual language.

New creative concepts. Real products, brand-sourced imagery.



01 / Cream Cotton Straight Cargo Pant



02 / Teal Blue Cotton Straight Cargo Pant

The design decisions

1. Preserve the full silhouette and model in the source imagery.
2. Use bold, approachable type with an index-like product label.
3. Let the colour variation provide contrast instead of layering discount badges over the garment.

From product to a useful test.

The starting point

The selected cream and teal products use full-length on-model images, making shape, colour and styling immediately visible.

The hypothesis

A clear full-length product frame may communicate the wardrobe role faster than a dense feature list. Test the neutral everyday edit against the colour-led edit.

Proposed measurement plan

1. Compare cream and teal creative with equivalent placements and audiences.
2. Inspect product-page visits, size-selection engagement where available, and attributed orders separately.
3. Review comments for product and sizing questions to inform the next approved copy iteration.

No campaign was run as part of this study. The plan describes what to compare; it does not report historical performance.

Product sources

Cream Cotton Straight Cargo Pant

quaclo.in - product page checked 05 September 2026

Teal Blue Cotton Straight Cargo Pant

quaclo.in - product page checked 05 September 2026

Methodology notes

The brand supplied the source product imagery on its public store. Glimmio composed the layouts and wrote new creative copy for this editorial study. Product appearance is preserved; source imagery may include photography, renders or composites.

No fit guarantee, size availability, comfort result or discount is asserted. Product names come from the brand's pages.