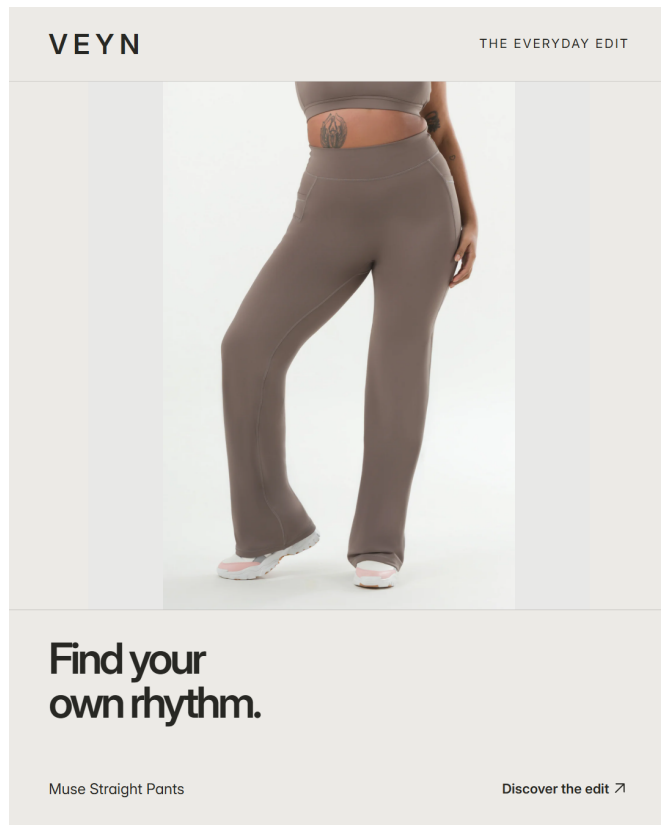


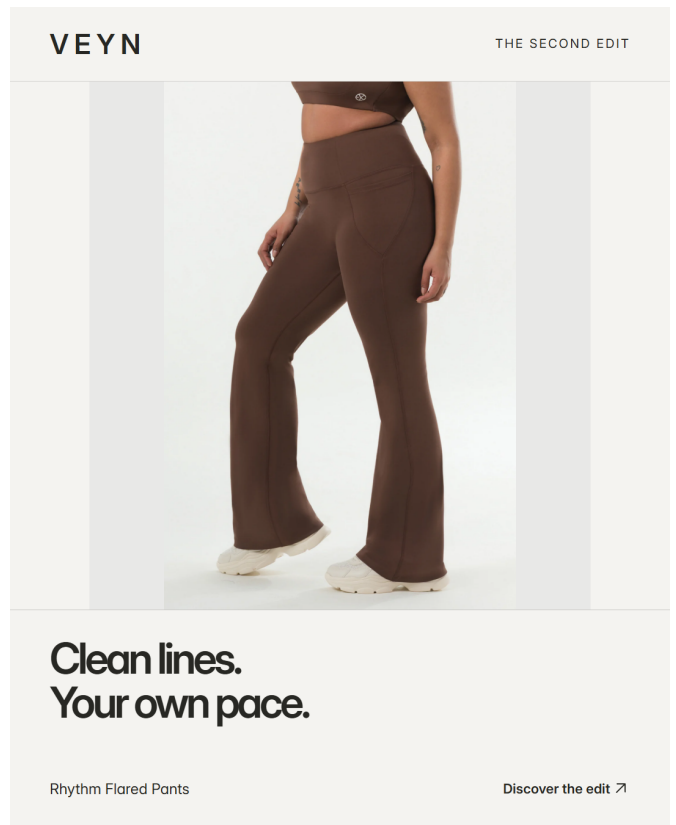
Let the line of the garment lead.

A clean visual system for Muse Straight Pants and Rhythm Flared Pants, with generous space and a small number of strong typographic decisions.

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



01 / Muse Straight Pants



02 / Rhythm Flared Pants

The design decisions

1. Show the original product image at a readable scale with its silhouette unobscured.
2. Use a quiet monochrome base and a slim vertical accent.
3. Write about styling and pace without promising body changes or athletic performance.

From product to a useful test.

The starting point

The source images use a plain backdrop and make the straight and flared leg shapes visible. The products can be distinguished without heavy explanatory copy.

The hypothesis

A silhouette-led layout may give shoppers a clearer first read of the difference between the two styles. Compare the line-led concept with a simple two-style selection frame.

Proposed measurement plan

1. Compare straight and flared silhouettes with consistent audience settings.
2. Review product-page visits and add-to-cart events only when event tracking is verified.
3. Keep product-specific landing destinations so creative and page remain aligned.

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

Product sources

Muse Straight Pants

www.veyn.co.in - product page checked 05 September 2026

Rhythm Flared Pants

www.veyn.co.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 slimming, body-shaping, athletic-performance or comfort guarantee is made by these concepts.