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		<i>The value of great homepage design</i>
		<i>Homepage designs by category</i>

INTRODUCTION

The Value of Great Homepage Design

You never get a second chance to make a first impression. That's why your homepage is undoubtedly one of -- if not *the* most -- important pages on your website.

If your homepage fails to immediately connect with visitors, or those visitors don't know what to do once they arrive on your homepage, their knee-jerk reaction will be to bounce (i.e., navigate away from your site).

From an analytics standpoint, a high bounce rate on your homepage is an indicator that something's wrong, and that it may be time to rethink your homepage's design.

But before you dive into the nitty-gritty of managing a redesign, take the time to research what other companies in your industry -- and beyond your industry -- are doing.

In this guide, we've collected 50 examples of brilliant homepage design that you can draw inspiration from.

Keep in mind that screenshots alone don't always do these homepages justice, so feel free visit them (links are provided) so you can get the full experience.

Two terms you'll hear along the way:

1) "Parallax scrolling" or "parallax design." It's when background elements move at different speeds than foreground elements as you scroll down a page, creating a sense of depth.

2) "Hover state." It's when a button or other clickable element changes in appearance or behavior when you hover over it with your cursor.

Alright, we've got all our bases covered. Enough with this "reading" nonsense: let's look at some brilliant homepage designs!

AGENCY & STUDIO **HOMEPAGE EXAMPLES**

HUGE



Carnival!

Comemore o maior
festival do Brasil
com a gente. →

HUGE



Floored.

Clean, modern, and
fast. Introducing the
new Lexus.com. →

HUGE
hugeinc.com

Agencies often have to choose between highlighting their brand and highlighting their work. The HUGE agency found a creative and compelling way to display both: they use elements of their different projects to form their own “H” logo.

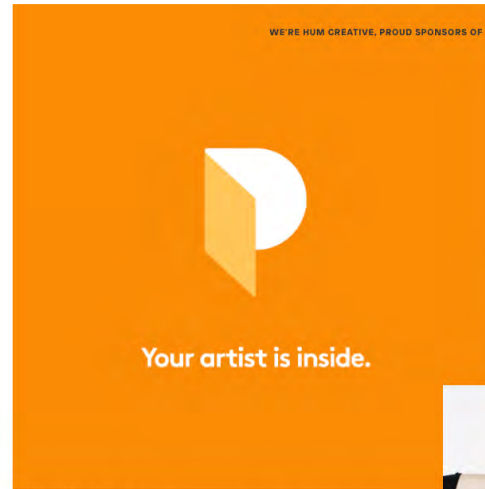


Bubble

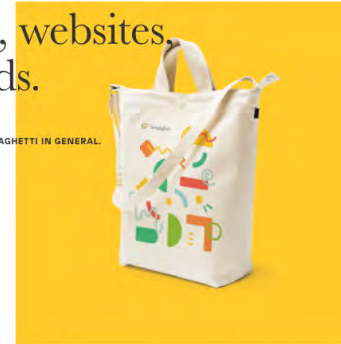
followbubble.com

This Czech Republic-based agency uses a combination of fun illustrations and interesting transition effects to capture your attention. Instead of scrolling down, you move from left to right using the little circles at the bottom of the page, or by clicking and dragging the screen. It creates the illusion of flipping through a book.

We make brands, websites,
and friends.



PRATT FINE ARTS CENTER
BRAND EXPRESSION · BRANDING · COPYWRITING · PRINT · TYPOGRAPHY



SIMPLY FUN
BRANDING · COPYWRITING · PHOTOGRAPHY · PRINT · STRATEGY



EYE EYE
BRANDING · COPYWRITING · DEVELOPMENT



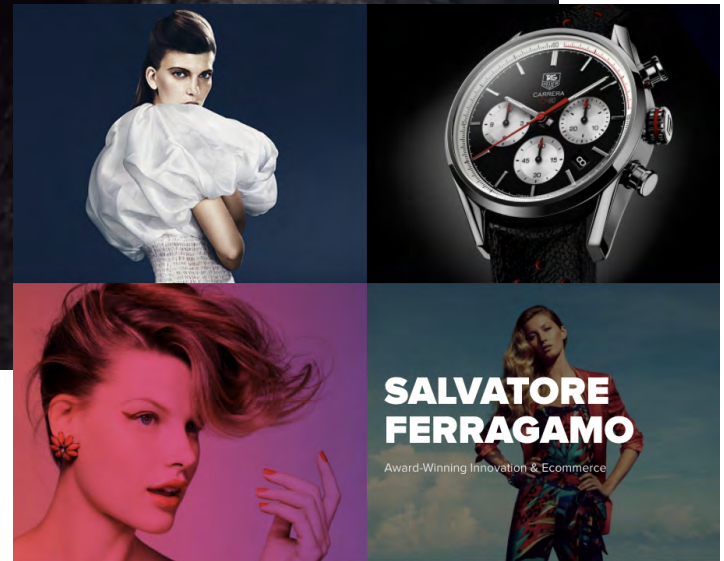
Hum
humcreative.com

The Hum homepage uses bright photography to tell their studio's story. Instead of relying on a grid format, they stagger the sizes and positions of their photos for greater visual interest. The navigation links in all four corners stay fixed as you scroll, and the brand logo has a mild (but noticable) animation to it. Also note that if you're inactive

Big Experiences

Two award winning agencies become one

MORE



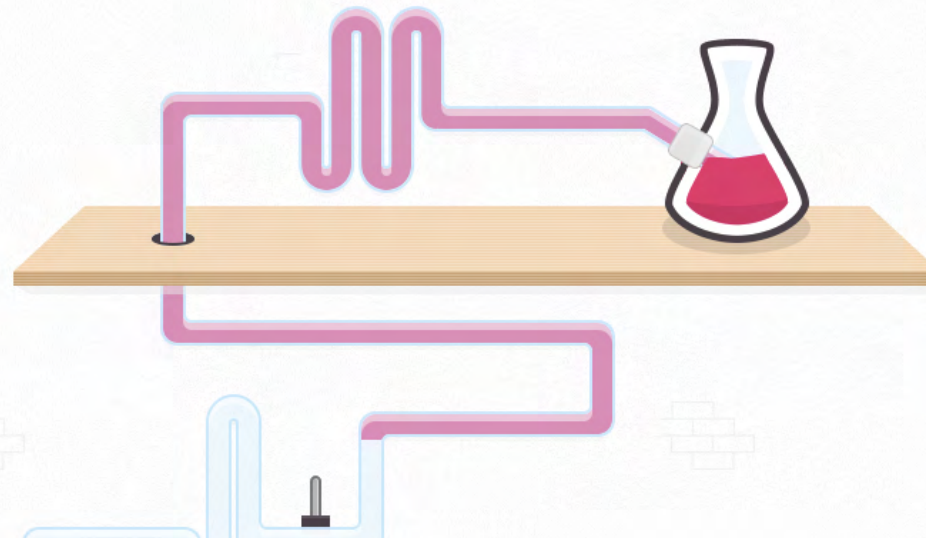
BORN

borngroup.com

The BORN homepage uses a high-definition video in place of a standard header image to immediately command your attention (top-left). Scroll down the page and you'll encounter a "Featured Work" area that is separated into two main categories, each with a captivating image. Clicking these images smoothly transitions you over to pages with client examples in a grid format.

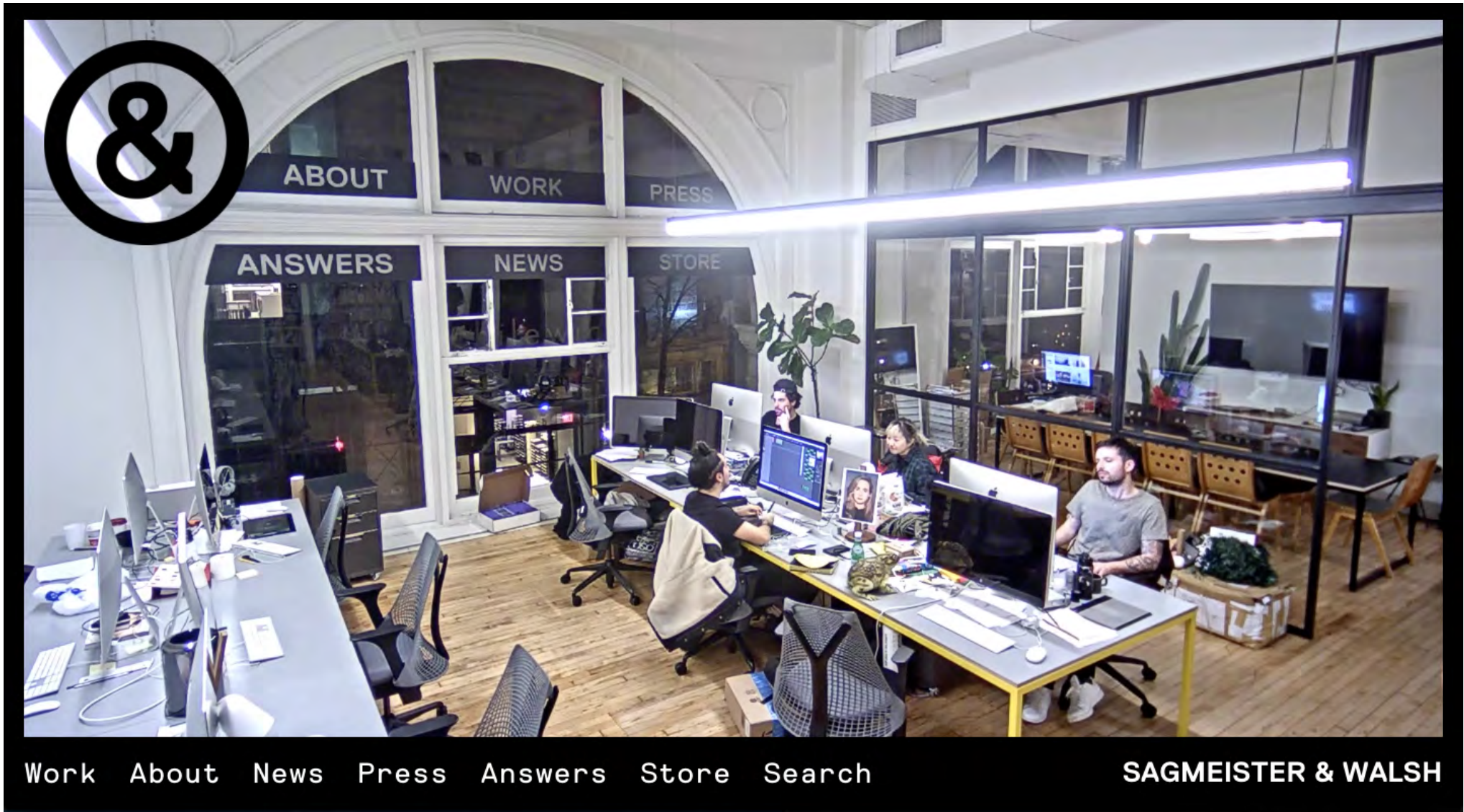
Handmade by humans

Your business deserves more than a flat-pack website, straight out of the box. Your customers are looking for intuitive, engaging digital experiences that function seamlessly. We have worked on complex and creative projects for global companies, so we understand exactly how to design websites and build platforms that inspire trust, encourage loyalty and allow organisations to reach their full potential.



Si digital
sidigital.co

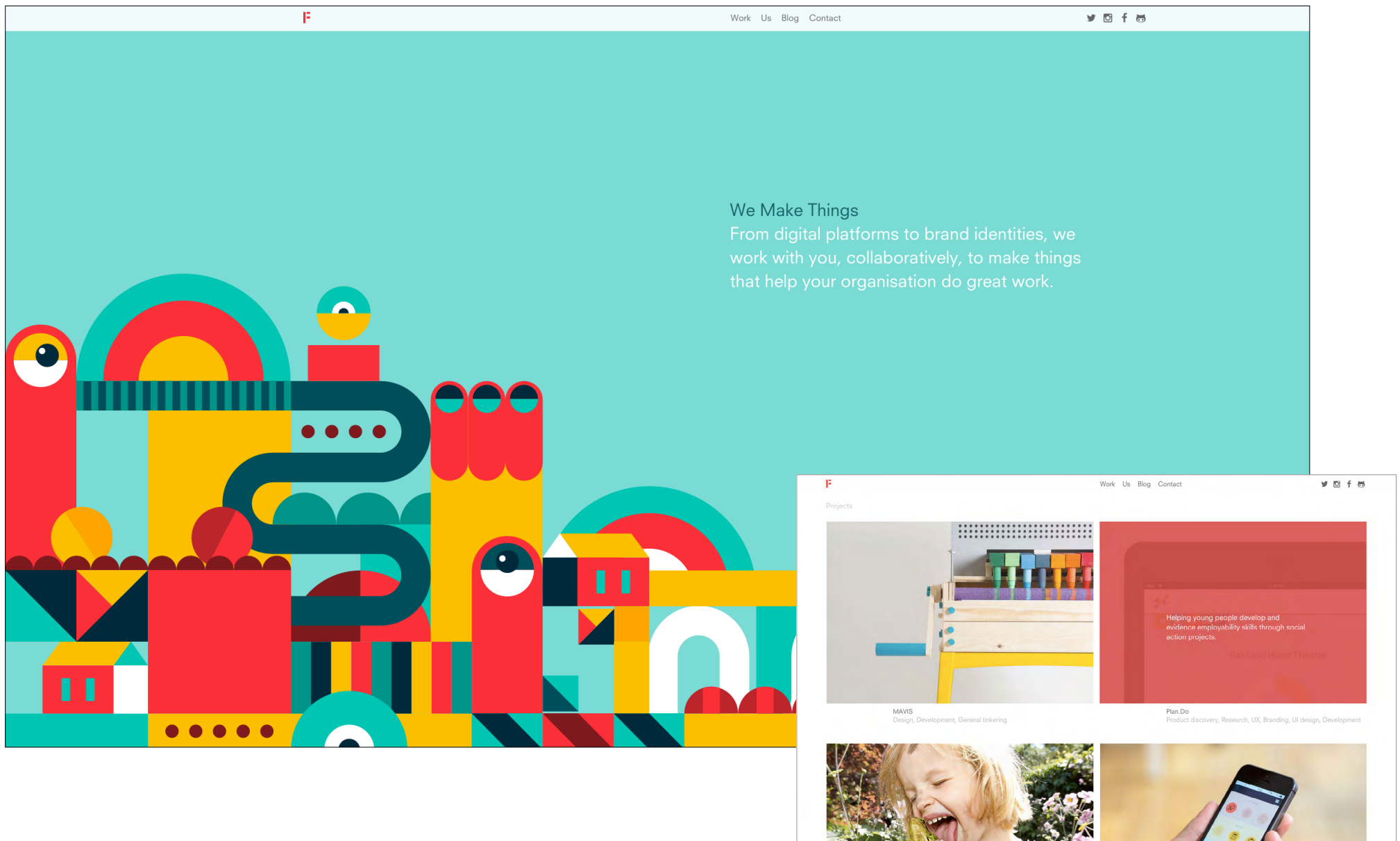
This UK-based agency knows how to take a concept (in this case, “digital chemistry”) and run with it. As the pink fluid flows out of the beaker and down the tube, it guides you down Si digital’s homepage. Along the way, you learn more about the services the agency provides and encounter some fun, interactive elements.



Sagmeister & Walsh

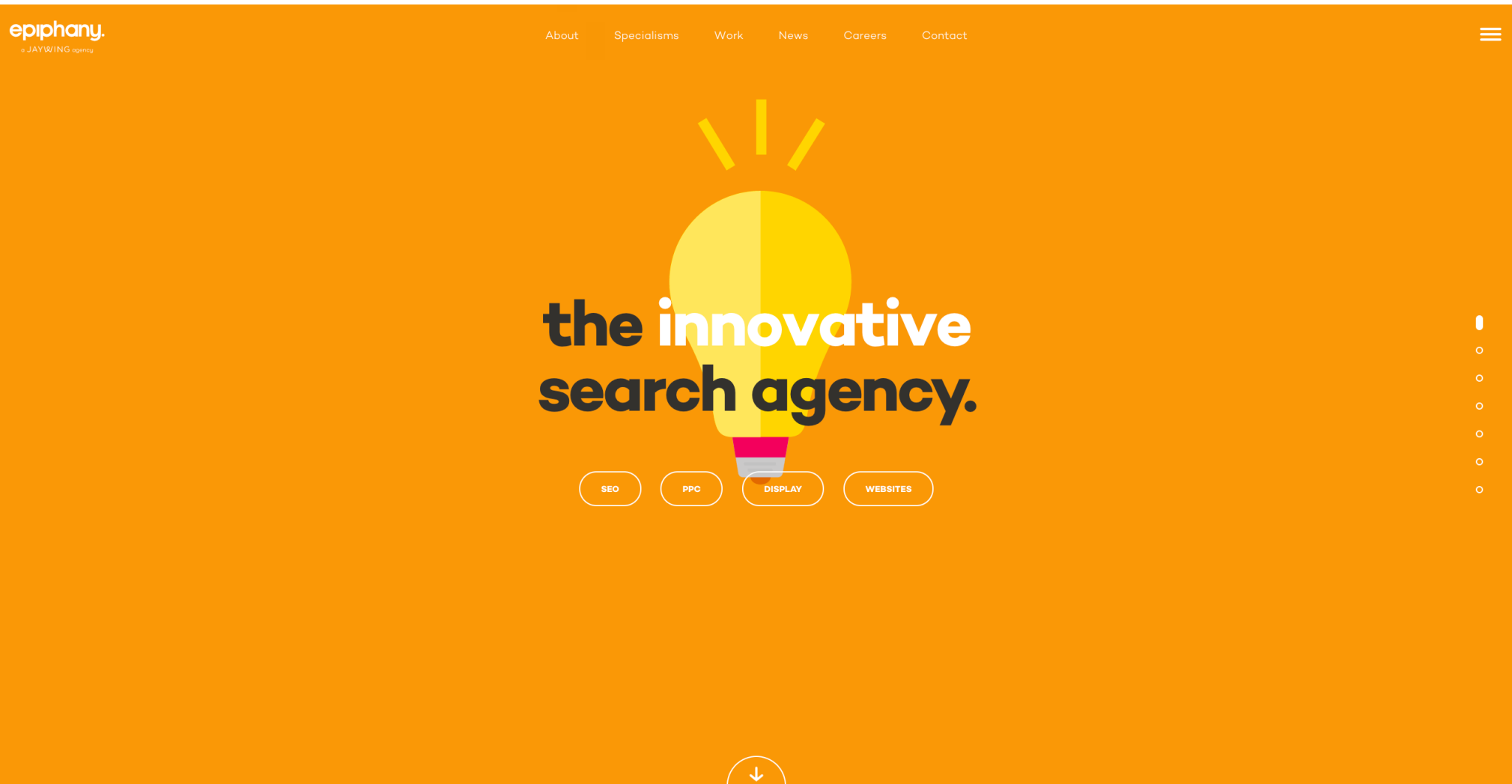
sagmeisterwalsh.com

Here's an interesting approach to homepage design: use a live video feed of your office space as the background image, and overlay a clickable navigation in the windows. Clearly, this design firm isn't afraid of showing off its personality or the number of hours their employees put in at their desks.



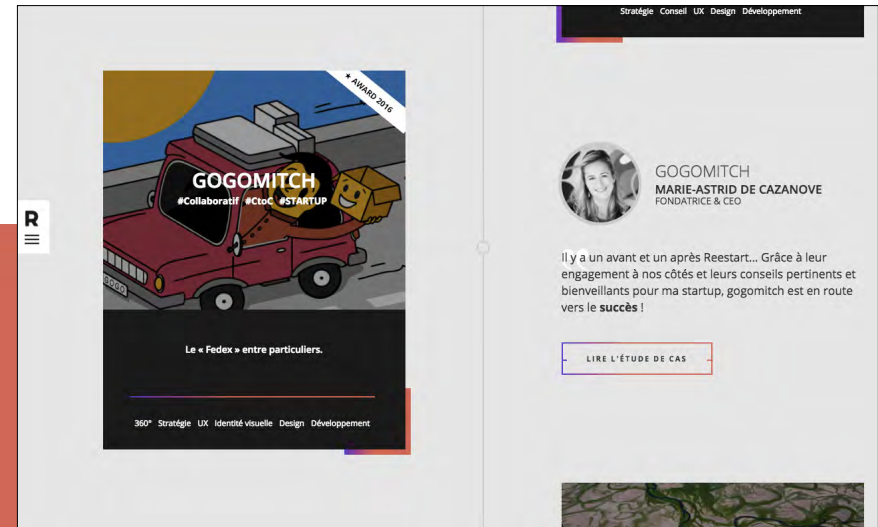
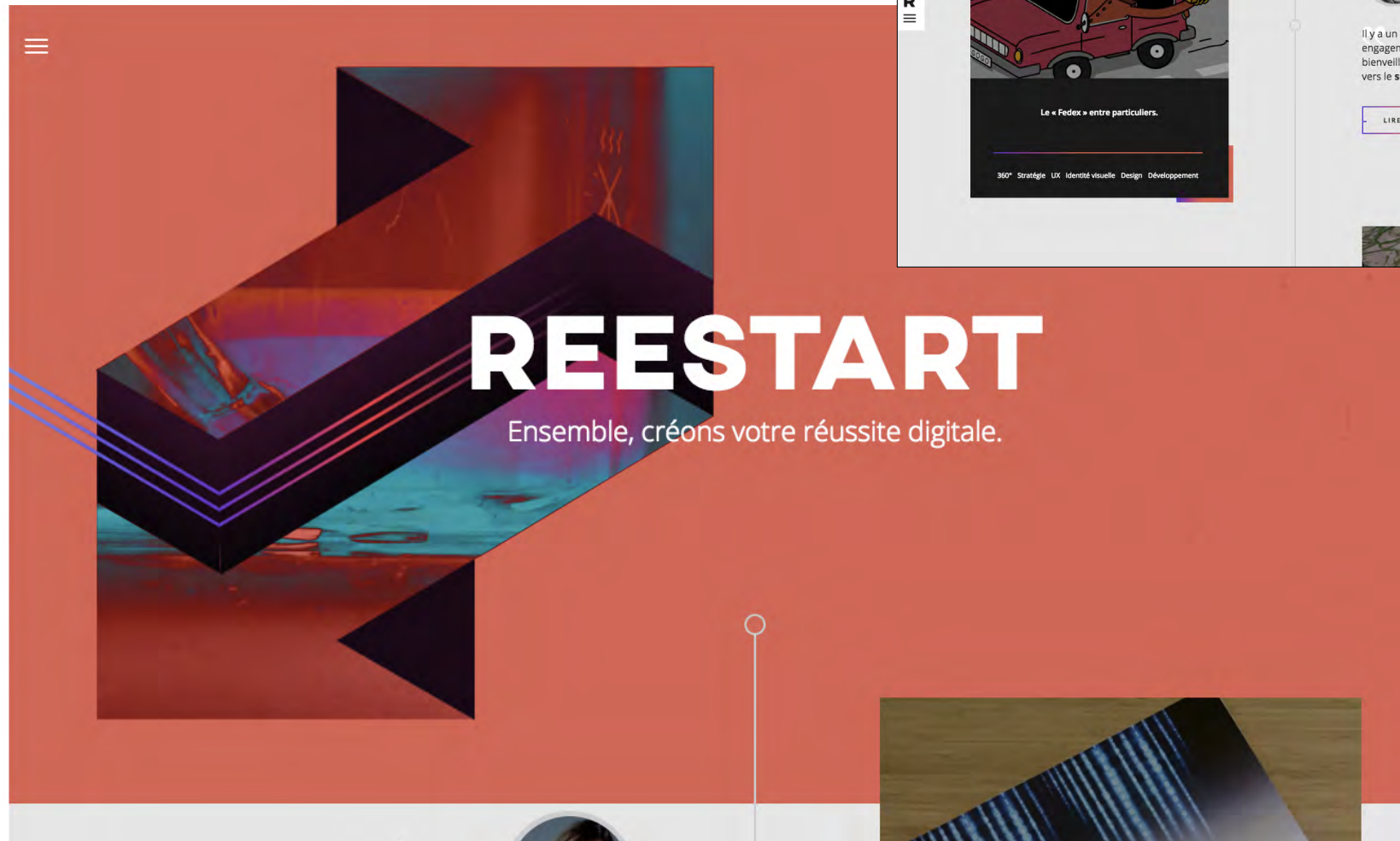
Fieldwork
madebyfieldwork.com

Party above the fold, business below. That's the approach that the UK-based agency Fieldwork took with its homepage design. Above the fold is an interactive animation that resembling an assembly line. Below the fold is a grid displaying recent projects. As was the case with BORN's homepage, there's a nice balance of creativity and legitimacy.



Epiphany
epiphanysearch.co.uk

This UK-based digital marketing agency strikes a nice balance between fun and informative. Their homepage greets you with quirky animations of self-descriptive adjectives paired with imagery (i.e. “innovative” and a lightbulb). They also make it immediately clear what services they provide using those buttons.



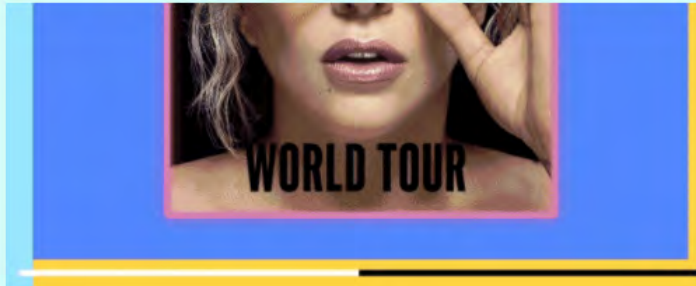
REESTART

reestart.com

This French agency's distinctive homepage all starts with colorful, trippy animations within their logo. As you scroll down the page, client recommendations slide in from both sides and feature the agency's work. Putting faces to each recommendation immediately builds trust and pulls visitors in.

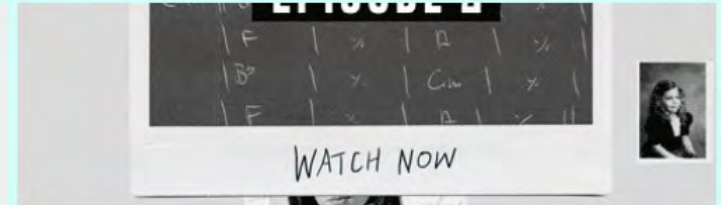
ENTERTAINMENT

HOMEPAGE EXAMPLES



MUSIC
LISTEN
VIDEO
SHOP
TOUR
FOLLOW
SIGN UP

XOXO,
Lady Gaga

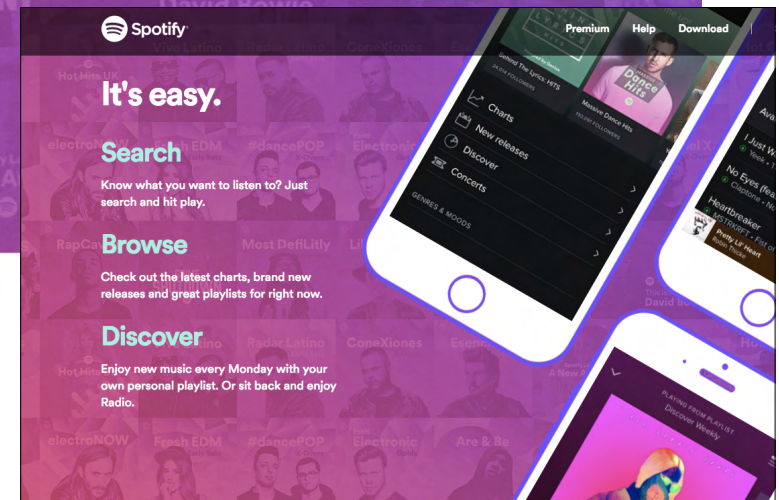


Lady Gaga

ladygaga.com

Leave it to a unique artist to have a homepage like this one. Below a clickable ticker tape for news lies a 3-column design. The middle navigation stays fixed while both bordering columns slowly scroll to display various content. This format allows the artist to display a wide range of photographs, GIFs, clickable links to music videos, and more.

Music for everyone.

[GET SPOTIFY FREE](#)
[GET SPOTIFY PREMIUM](#)
[LEARN ABOUT SPOTIFY](#)


Spotify
spotify.com

The message is simple: Spotify offers an endless amount of music that can satisfy anyone. Two main buttons are immediately featured over a colorful backdrop of artists, but the page offers much more information below. They prove their value by describing features in basic terms, allowing visitors to preview music by hovering over an artist's image, and showing what to expect from their mobile app.



Șuie Păparude

suiepaparude.ro

The Romanian band Șuie Păparude's homepage has a creative interface, which allows a lot of information to be surfaced without being overwhelming. Hover over a column to reveal a band member. Scroll down the page and you'll notice that the columns shift at different speeds.

Tuck Yourself In

The world is filled with too many restless people in need of rest – that's why I filled my sleeping tapes with intriguing sounds, noises and other things to help you get a good night's rest. – Jeff

SEE HOW JEFF MADE IT

Sleep Better

100% of the retail price from each album sold goes directly to No Kid Hungry, excluding shipping and service fees. So you'll get a good night's rest knowing that when you download the album, or pick up the LP or cassette, you're helping end childhood hunger in America.

VISIT NOKIDHUNGRY.ORG



1/15 INTRODUCTION (GOOD EVENING)

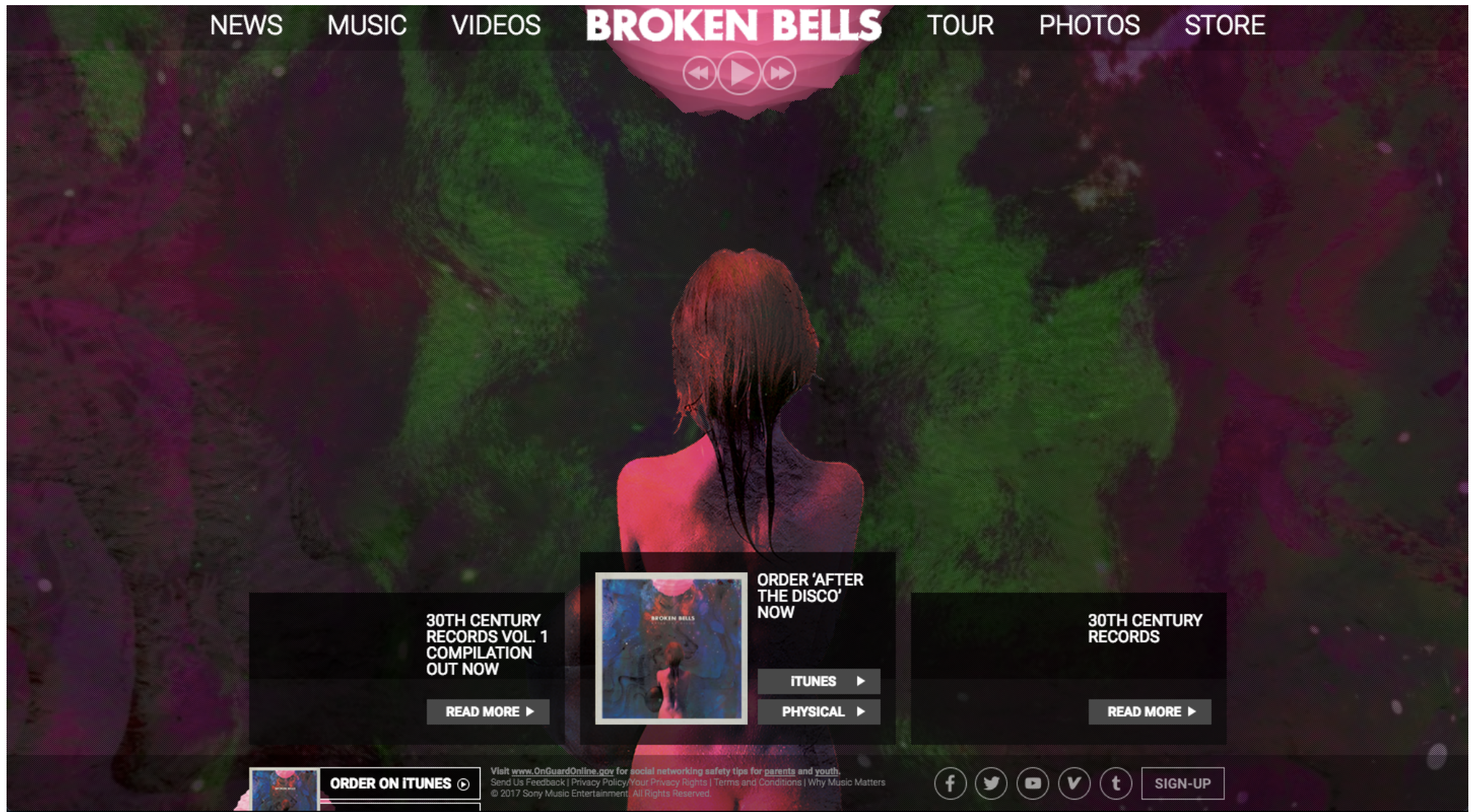
[FAQ](#) [DOWNLOAD](#) [SHARE](#)



Jeff Bridges Sleeping Tapes

dreamingwithjeff.com

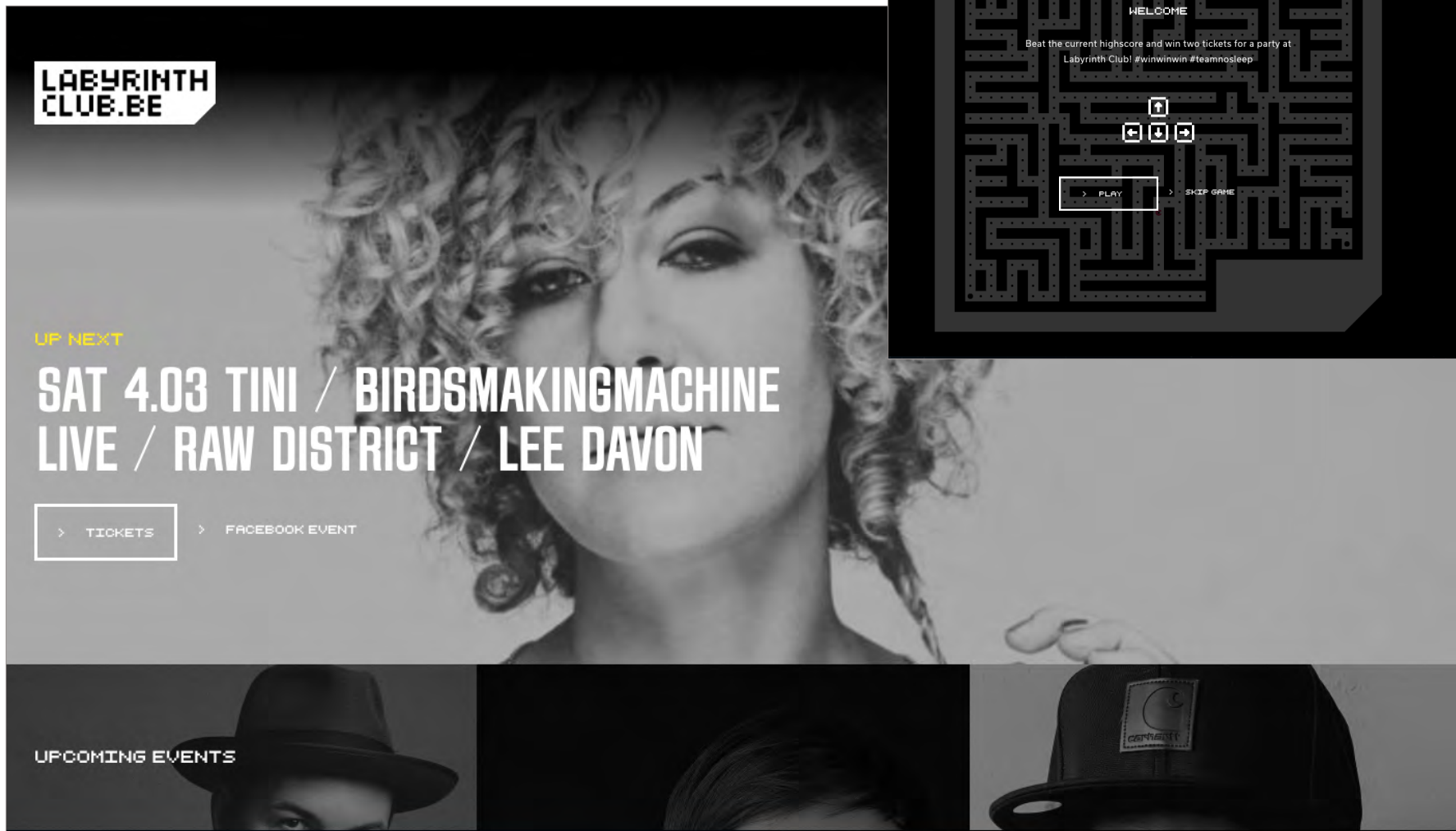
This design is fun and fits the subject matter perfectly (that “subject matter” being Jeff Bridges saying strange sentences and making weird noises to help folks fall asleep). The page uses light text on a dark background, and employs subtle animations to keep things interesting. Despite being inherently unusual, it is clean and easy to navigate.



Broken Bells

brokenbells.com

This homepage is all about the group's most recent album. Without the ability to scroll, visitors are drawn into the groovy background while music begins to play. Broken Bells' site is a great example of taking over and re-branding for a focused effort (in this case, sampling specific songs and providing paths to purchase).



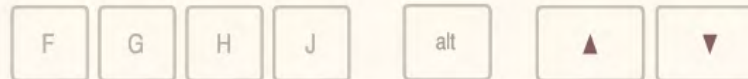
Labyrinth Club

labyrinthclub.be

Here's something you don't see every day: getting welcomed to a site with a game. This Belgian music club's ode to arcade culture is ingrained throughout with its text styling and featured leaderboard. Labyrinth Club displays bold, black and white headshots of upcoming artists that contribute to its retro cool vibe.



BASS SNARE CYMBAL TOM CHANGE KIT NAVIGATE ON THE SITE



Beat Box Academy

beatboxacademy.ca

The Beat Box Academy homepage puts its craft -- beat boxing -- front and center. But instead of simply writing about what beat boxing is, the homepage allows visitors to experience it by interacting with virtual drums (which represent the different sounds you make when beat boxing). The combination of visuals and audio creates a truly immersive experience.

JUSTIN TIMBERLAKE

[NEWS](#)[MUSIC](#)[TOUR](#)[FILM & TV](#)[BRANDS](#)[MEDIA](#)[STORE](#)[TN KIDS](#)[JOIN THE TENNESSEE KIDS](#)["CAN'T STOP THE FEELING!" FIRST LISTEN ON VEVO NOW!](#)

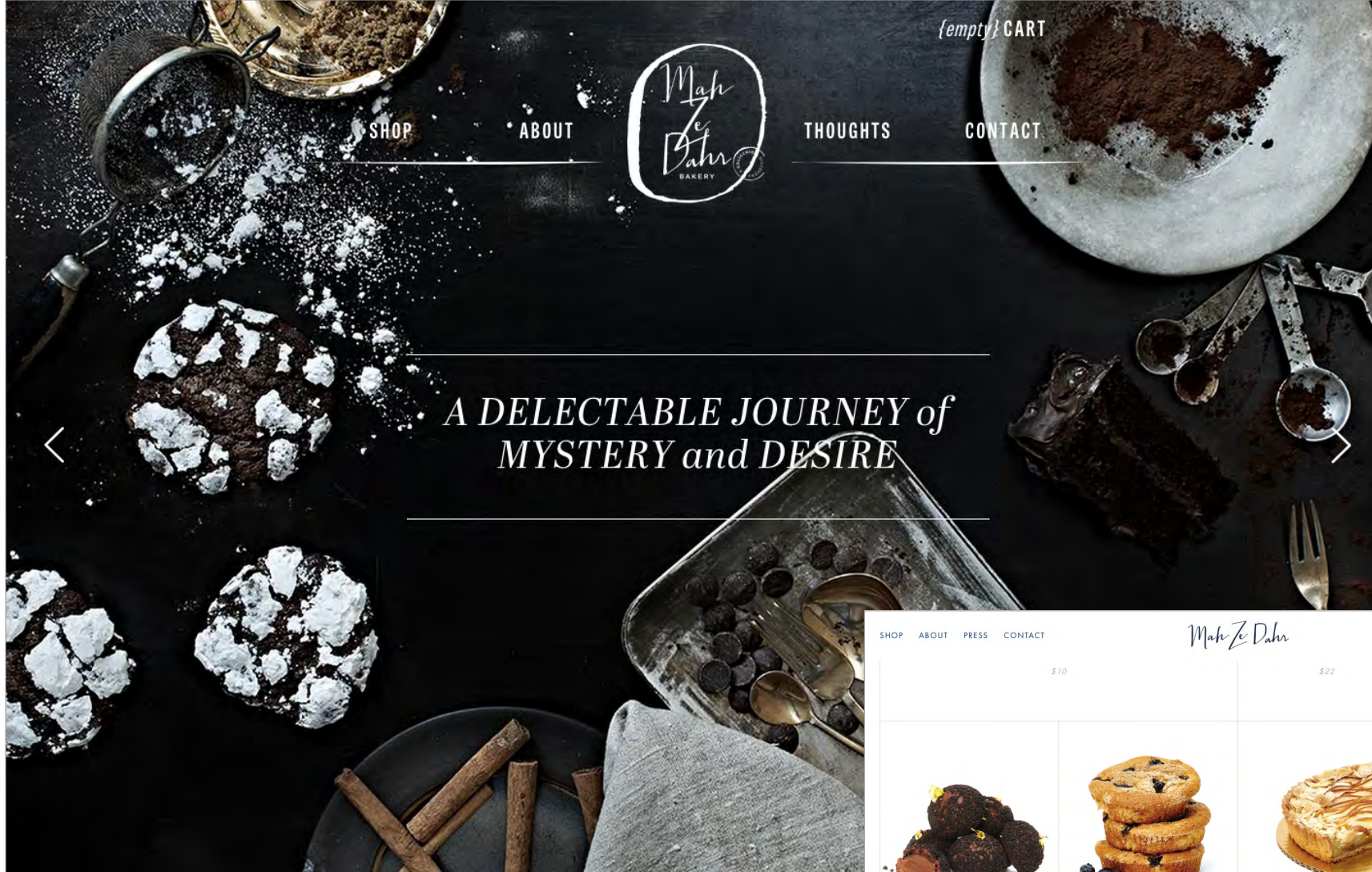
Justin Timberlake

justintimberlake.com

Justin Timberlake's homepage has a clean design that highlights both his previous and upcoming works. The large featured image gets you to follow his eyes towards the slim navigation bar, which directs to pages full of album covers, movie posters, and so on. This site minimizes the number of calls-to-action and focuses instead on nostalgia-inducing imagery.

FOOD & DRINK

HOMEPAGE EXAMPLES



SHOP

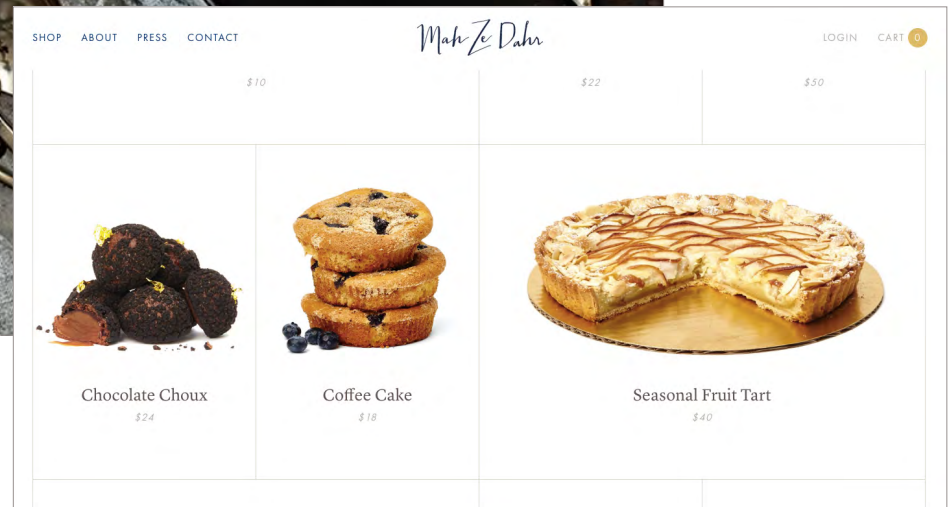
ABOUT

THOUGHTS

CONTACT

{empty} CART

*A DELECTABLE JOURNEY of
MYSTERY and DESIRE*



Mah Ze Dahr
mahzedahrbakery.com

The Mah Ze Dahr bakery's homepage offers a nice balance of beautiful, full-width photos (above left), cut-out images of individual bakery items (right), and informational text. The centrally positioned logo stays fixed as you scroll down the page, allowing their branding to stand out.

New Chefs: Get \$30 Off Your First Delivery!

REDEEM OFFER

Food is better when
you start from scratch

Dinner, the Blue Apron way



Our chefs and farmers work together

To make food more sustainable and recipes more delicious.



You cook incredible meals from scratch

1

2

3



We send you higher quality food at a better value

By cutting out the middle man and delivering ingredients at their freshest.

Blue Apron

blueapron.com

The food delivery service's homepage begins by placing you in the first-person view of a happy customer. Visitors to Blue Apron's site get a glimpse into what it would be like to receive their fresh, weekly ingredients. Below this photo is an animated explanation of their value proposition, which expands as you scroll down.

Authentic



Breakfast




Lobagola
lobagola.com

This Croatian bed & breakfast has earned a five-star homepage. By combining big, bold typography with beautiful, purposeful photography, Lobagola provides a unique (and appetizing) experience. You'll definitely want to see the cool transition effect that occurs when the background photos change.



ORANGINA ON FACEBOOK

 Like 1,609,067 people like this. Be the first of your friends.



SHAKE THE PULP

Gently shake the bottle to mix the fruit inside and reveal the great taste of Orangina!



THE VERY FIRST BOTTLE



NOTHING TO HIDE

Orangina contains a blend of citrus juices, real orange pulp and orange zest.



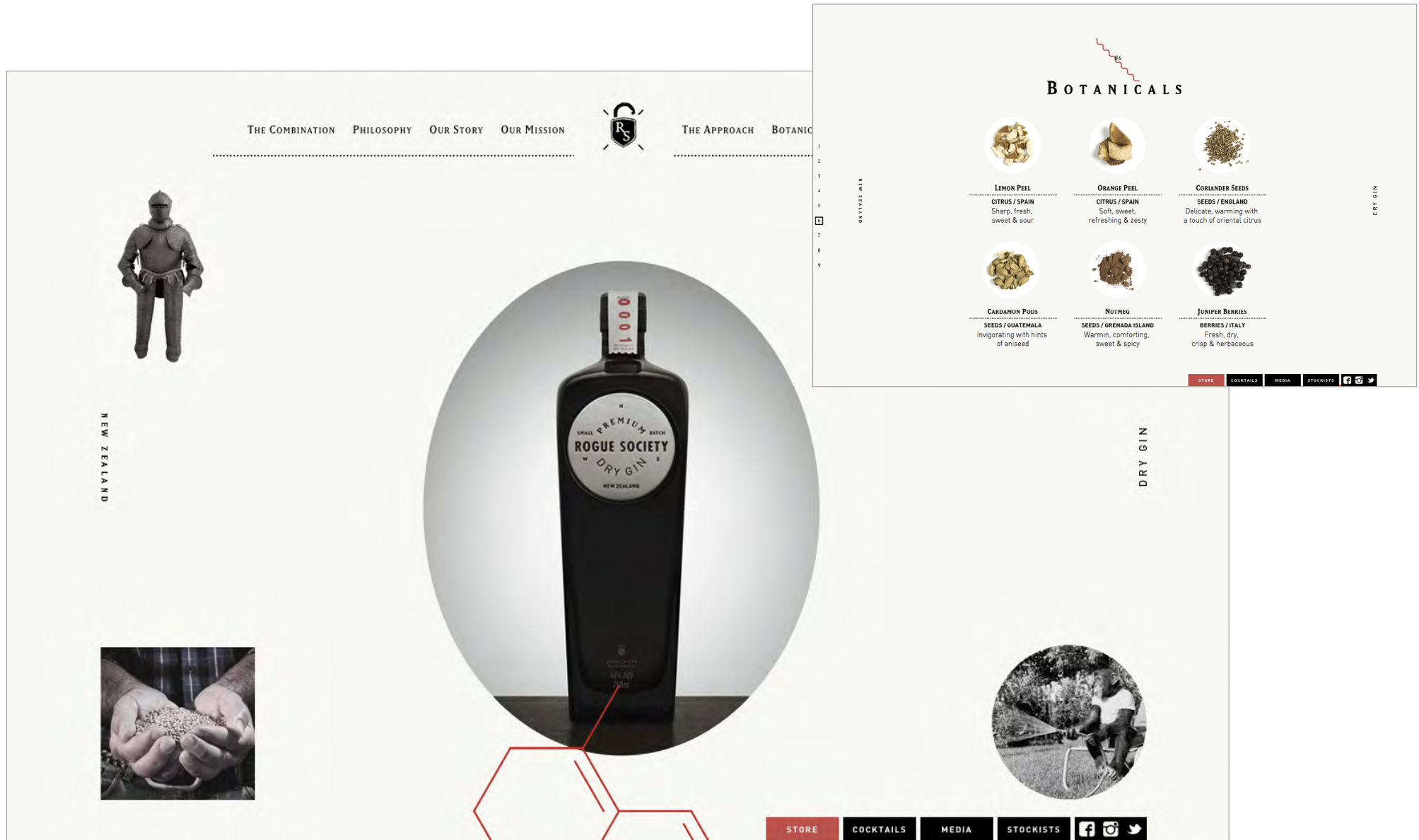
IN 1953...



THE ORANGINA PRODUCTS

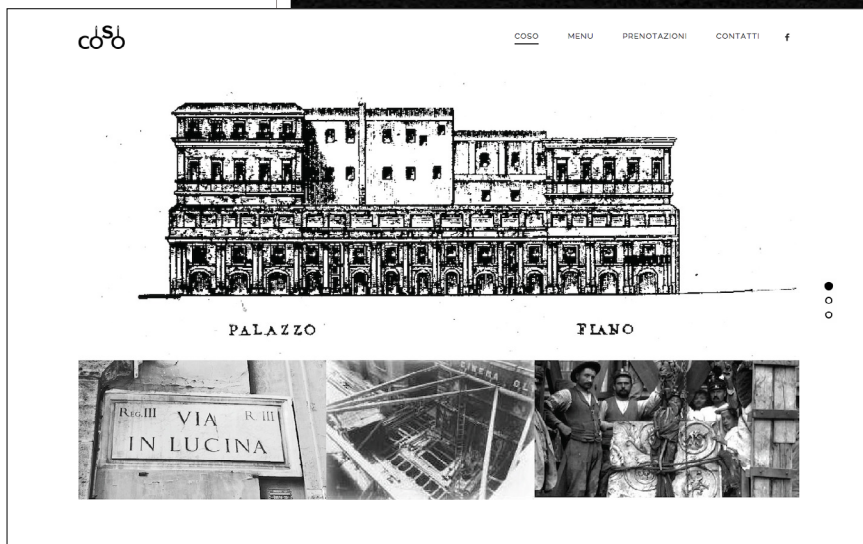
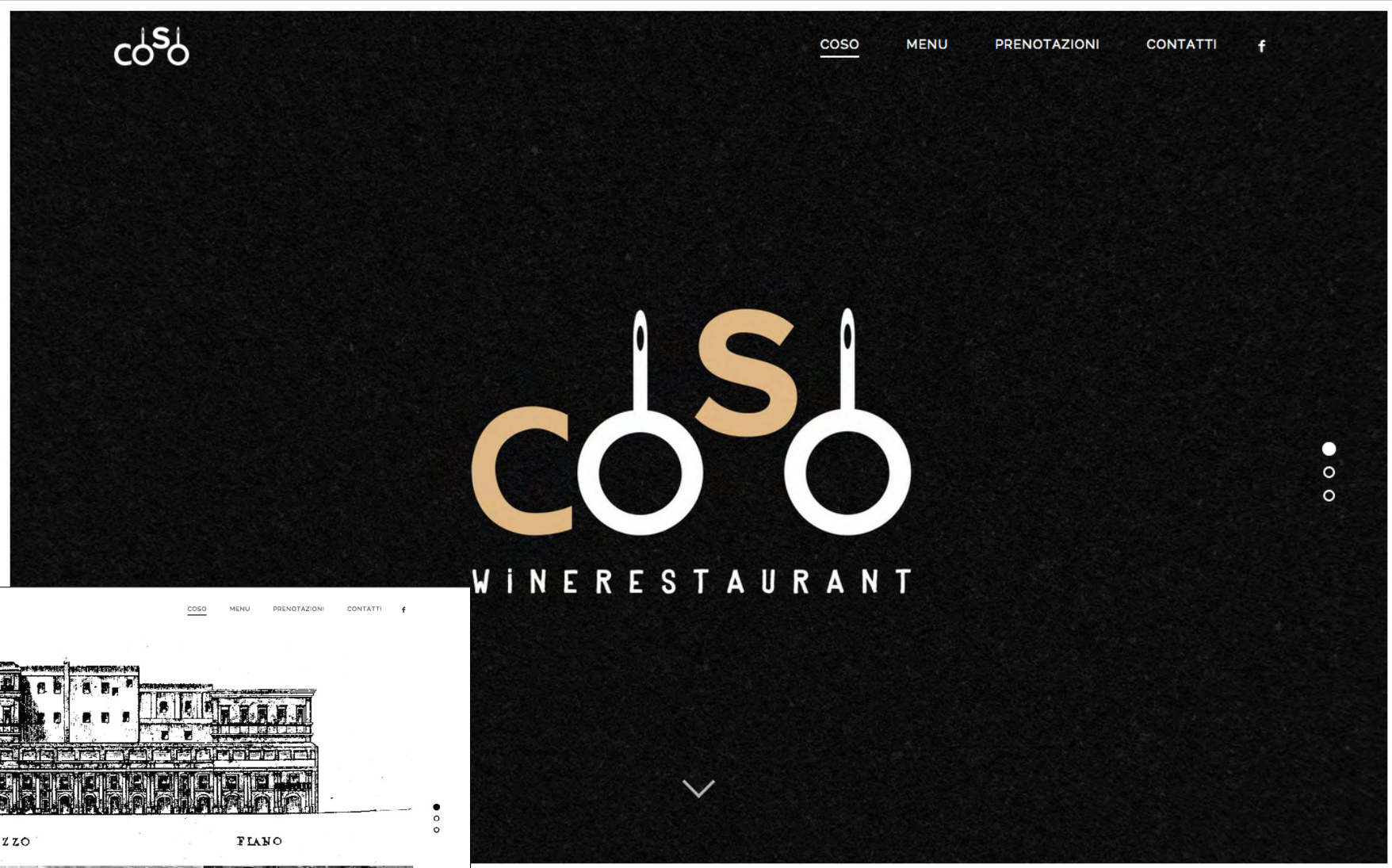
Orangina
orangina.eu

After greeting you with some high-quality product photos, the Orangina homepage guides you down to an interactive content grid. When you hover over a particular square in the grid, the structure of the container has a morphing effect. The end result is a well-organized, well-branded homepage that provides a fun user experience.



Rouge Society
roguesocietygin.com

This New Zealand gin-maker's homepage is an incredible example of what can happen when illustration, photography, parallax design, and a brand's identity all come together to tell a cohesive story. Each section of content presents a new part of the story (accompanied by enticing visuals), and a numbered nav on the left-hand side that lets you monitor your progress.



COSO

cosowinerestaurant.com

Here's a tasty Italian homepage from the wine restaurant COSO. An arrow makes it clear what your first interaction on the homepage should be, while a vertical nav on the right-hand side allows you to monitor your progress. The page uses a mix of black and white and color visuals to keep things interesting.

ABOUT US

THE BEER

THE CREW

GROWLER
Line Up

BLOG

CONTACT

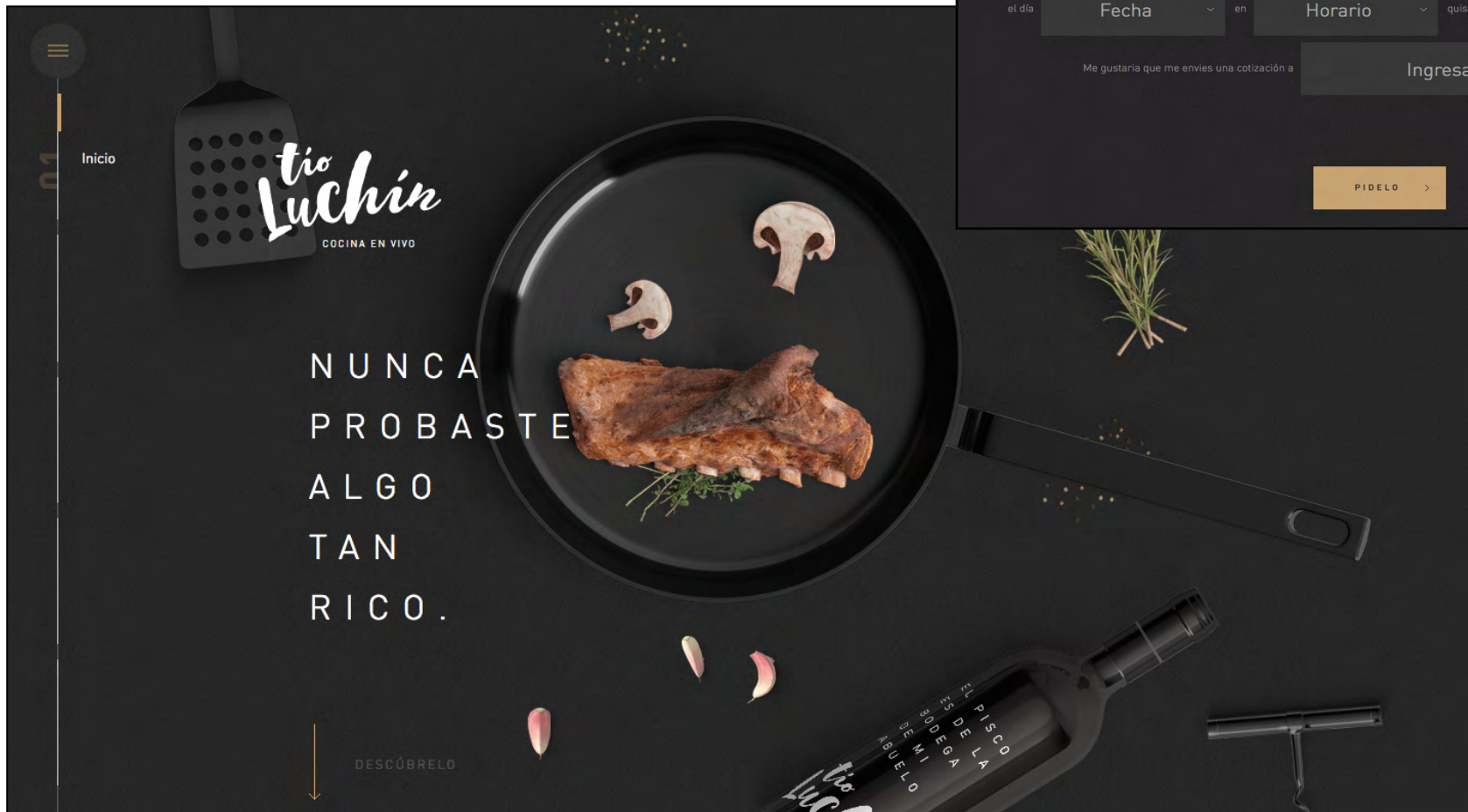
Quality
HANDCRAFTED BEER
EST. 1998 • ESQUIMALT BC



Lighthouse Brewing Co

lighthousebrewing.com

The Lighthouse Brewing Co's homepage immediately grabs your attention with its beautifully illustrated ocean scene, complete with animated waves (and other elements) that move gently up and down. As you scroll down into the depths, all of the content is neatly aligned, and there's a nice balance of information and visuals.



Pide tu banquete

Tío Luchín, quiero hacer mi banquete para invitados. El evento será en la ciudad de

el día en quisiera que prepares

Me gustaría que me envíes una cotización a

Tío Luchín

tioluchin.com

Tío Luchín is a catering service dishing out Peruvian food with a lively homepage. A range of parallax scrolling effects guide you through five sections, each with a visual or audible component. Near the end, there is a simple questionnaire with form fields (top right) that makes it easy and fun to start a quote.

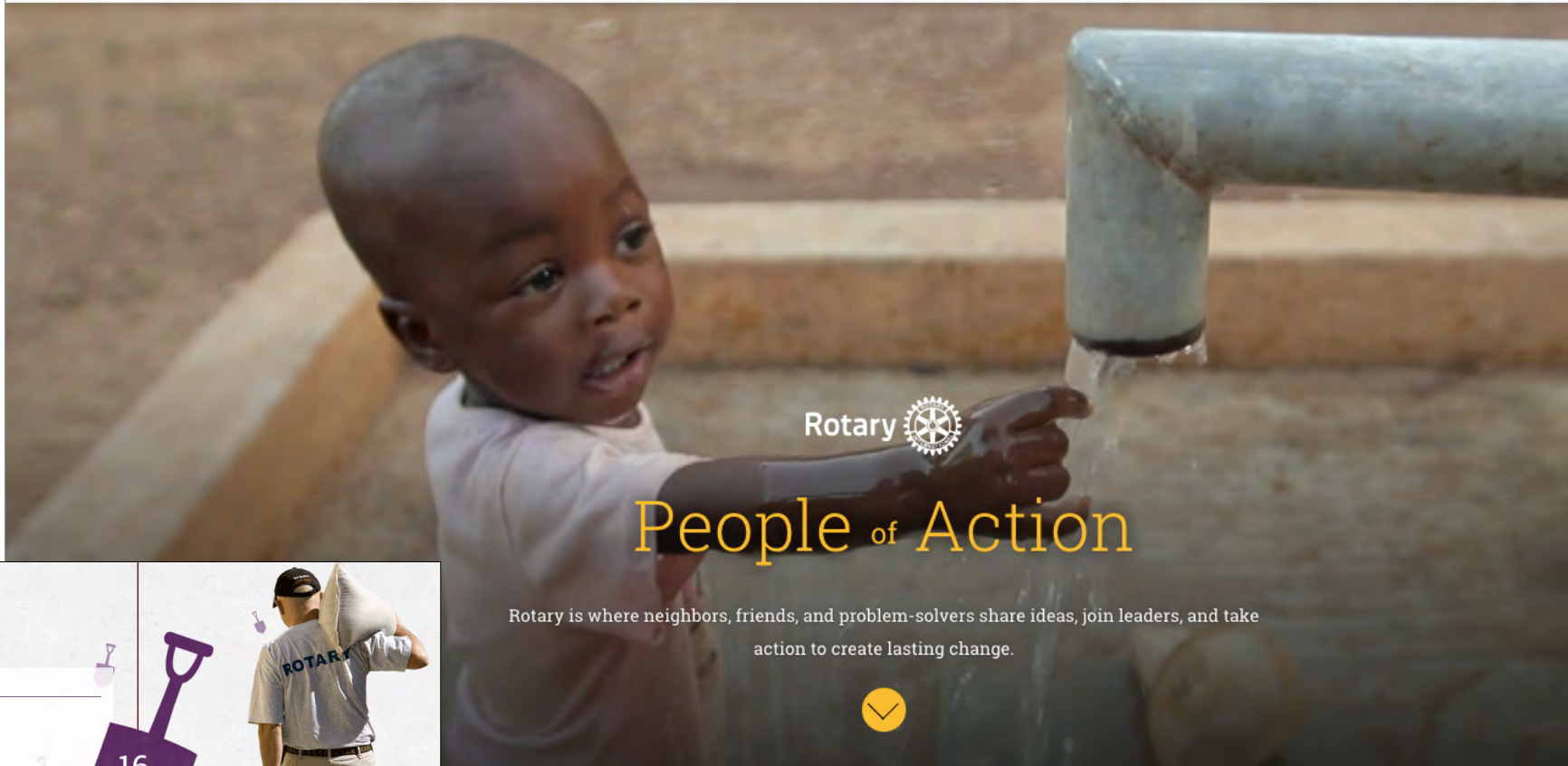


Chickenbot

chickenbot.it

This Italian chicken delivery service's homepage offers a great example of using parallax design to tell a story. As you scroll down the page, delicious images slide toward the center of the screen. Keep going and some stats automatically appear. Every little movement and interaction compels you to keep learning more.

NONPROFIT **HOMEPAGE EXAMPLES**



WE TRANSFORM COMMUNITIES

We take action locally and globally

Each day, our members pour their passion, integrity, and intelligence into completing projects that have a lasting impact. We persevere until we deliver real, lasting solutions.

16
MILLION
volunteer
hours each
year

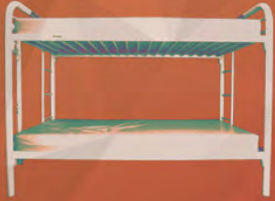


Rotary
rotary.org


Rotary's homepage begins with windows into their missions, utilizing brief video moments to display causes like providing clean water around the world. Next, a series of animated features are tied together while scrolling which build a story of their long-term successes. Rotary's use of color and imagery not only differentiates each success, but also entices the visitor to continue their learning journey.




\$250




\$120




\$4



\$50




\$5



Urban Ministries of Durham is selling naming rights to all the items that connect our clients to food, shelter and a future.

WHY WE'RE DOING THIS

\$20



\$10



*I go home at night and think,
How am I going to make this
work tomorrow?*

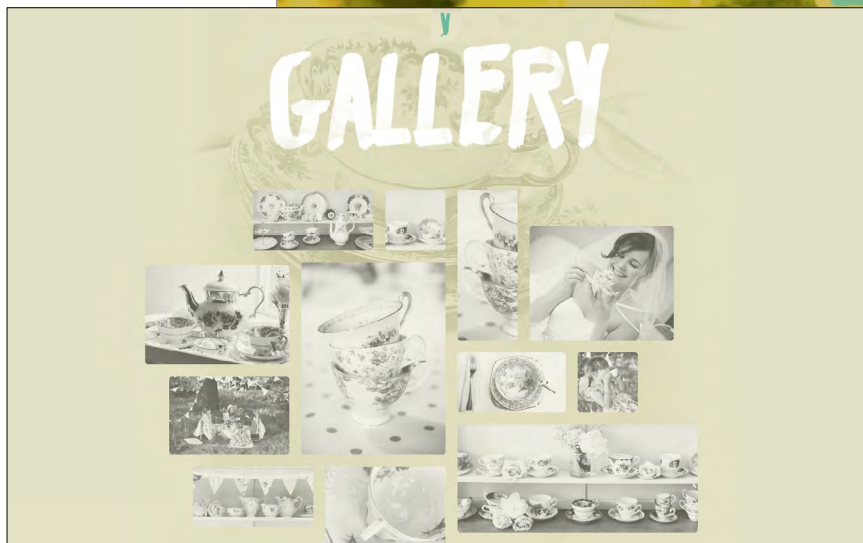
Larry, Head Chef



Names For Change

namesforchange.org

The Names for Change initiative has a short intro before taking visitors to their homepage. Masterfully cutting to the point, they lay out a grid of everyday items that people need to live comfortably. By showing baby diapers, a hot breakfast meal and more, they touch a nerve that reminds those who are fortunate that not everyone has what they believe to be commonplace. Hovering over each item describes its purpose as well as the associated value to donate.




Vintage Hope


vintagehope.co.uk

The Vintage Hope homepage has a hand-crafted and vintage style that still manages to feel modern and professional from a user experience standpoint. While the brush strokes and rough edges give the homepage a distinctively organic feel, the precise gridwork and organized layout keeps the homepage from being messy or overly complicated.


LEARNING FOR 12 YEARS. LEADING WITHOUT FEAR.





Zaynab
Yemen



Preeti
India



Tasneem
Syria


DONATE

OUR WORK

MALALA'S STORY

GIRLS' EDUCATION

NEWS



More than 130 million girls are out of school.

Donate today to make it zero.

\$50


\$100

\$250

\$500

\$1000

OTHER




Meet our first group of Gulmakai champions!

Join Malala's movement for #YesAllGirls

Enter email address

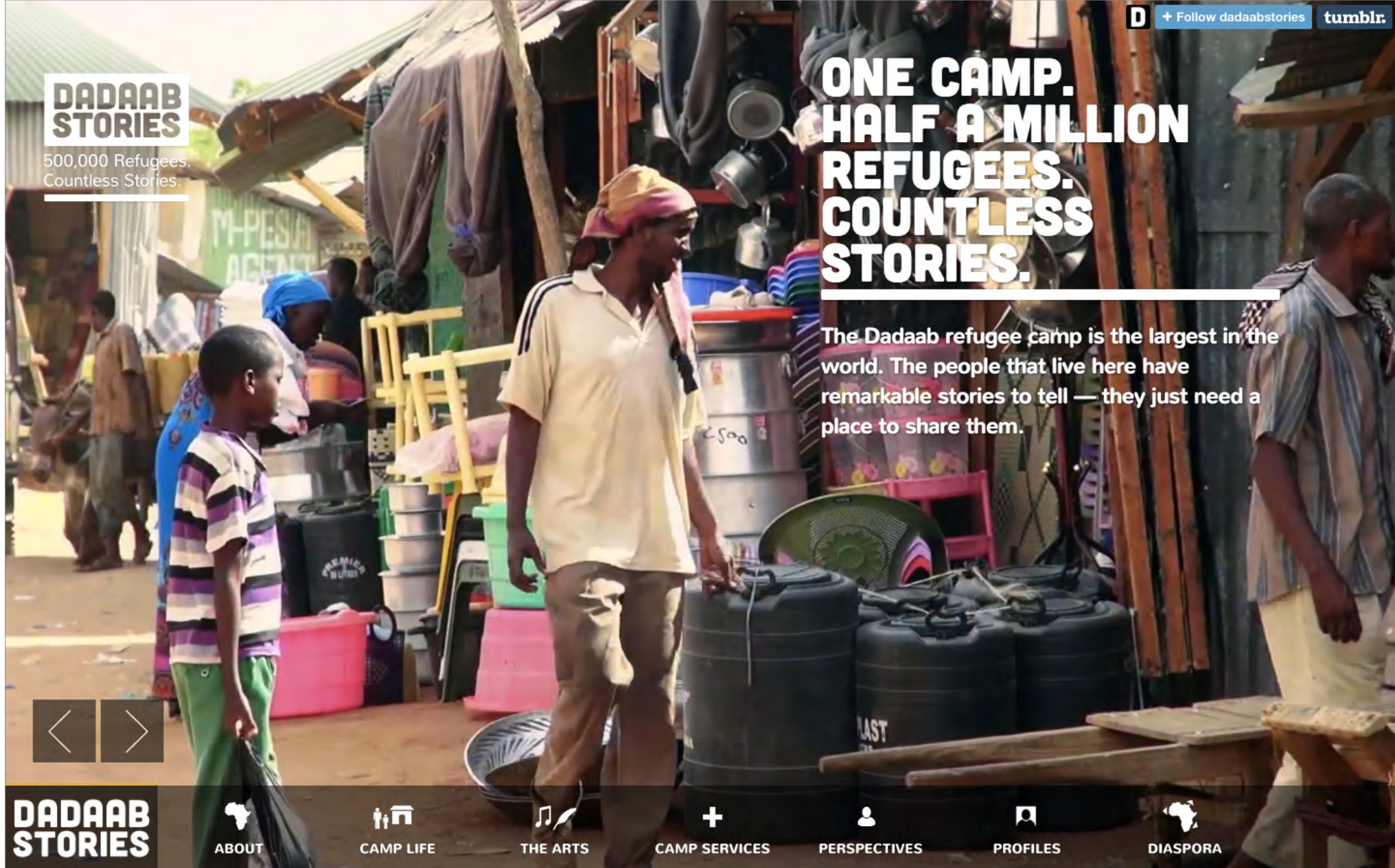
Join



Malala Fund

malala.org

Vibrant shades of pink and yellow demand the attention of those visiting Malala's homepage. Even though she is a global role model and champion for education and perseverance, the messages are focused on those participating in and benefitting from the fund rather than Malala herself. Featured success stories (top left) are highlighted mid-page and provide a real emotional core.



Dadaab Stories

dadaabstories.org

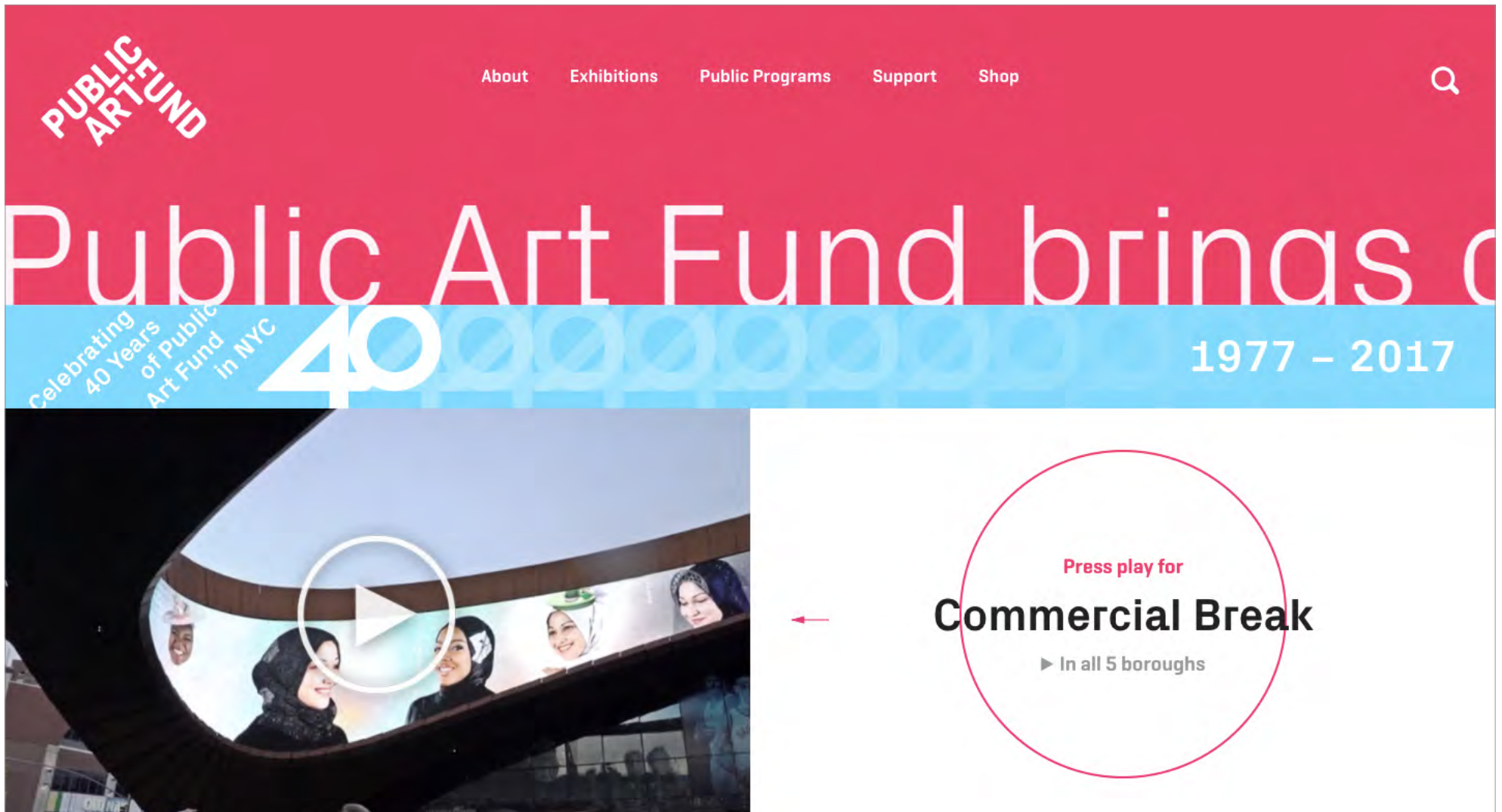
The Dadaab Stories homepage does an excellent job of overlaying text onto a video background. As a result, Dadaab Stories is able to communicate its story using both text and video. You're not just reading about their cause, you're seeing a tiny glimpse into the life of the humans in this refugee camp.



The Pushpa Project

pushpaproject.com

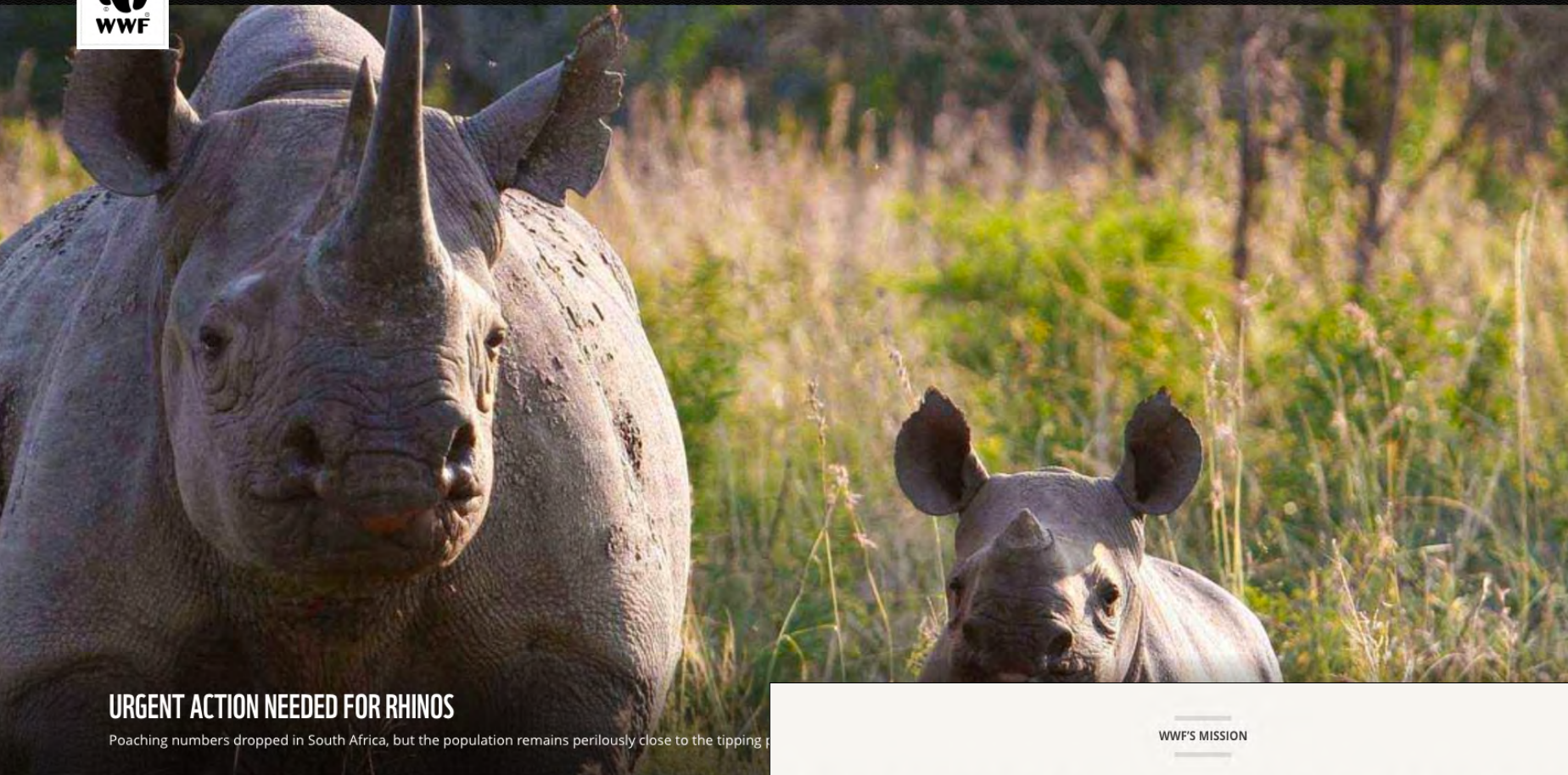
The Pushpa Project homepage provides a nice balance of photos, illustrations, and bold colors. The fixed navigation on the left-hand side allows visitors to track their progress as they consume the page's content. Also worth noting: the "Donate" tab stays fixed along the left-hand side as well.



Public Art Fund

publicartfund.org

The Public Art Fund homepage provides a great example of using a bold, attention-grabbing color as a branding element. While the photos of artwork displayed on the homepage contribute a variety of different colors to the design, the pink nav bar, pink container borders, and pink header type tie everything together.

[OUR WORK](#)[SPECIES](#)[PLACES](#)[ABOUT US](#)[HOW TO HELP](#)[DONATE](#)[ADOPT](#)

URGENT ACTION NEEDED FOR RHINOS

Poaching numbers dropped in South Africa, but the population remains perilously close to the tipping point.

WWF'S MISSION

Our mission is to conserve nature and reduce the most pressing threats to the diversity of life on Earth.

We organize our work around these six areas:



FOOD



CLIMATE



FRESH WATER



WILDLIFE



FORESTS



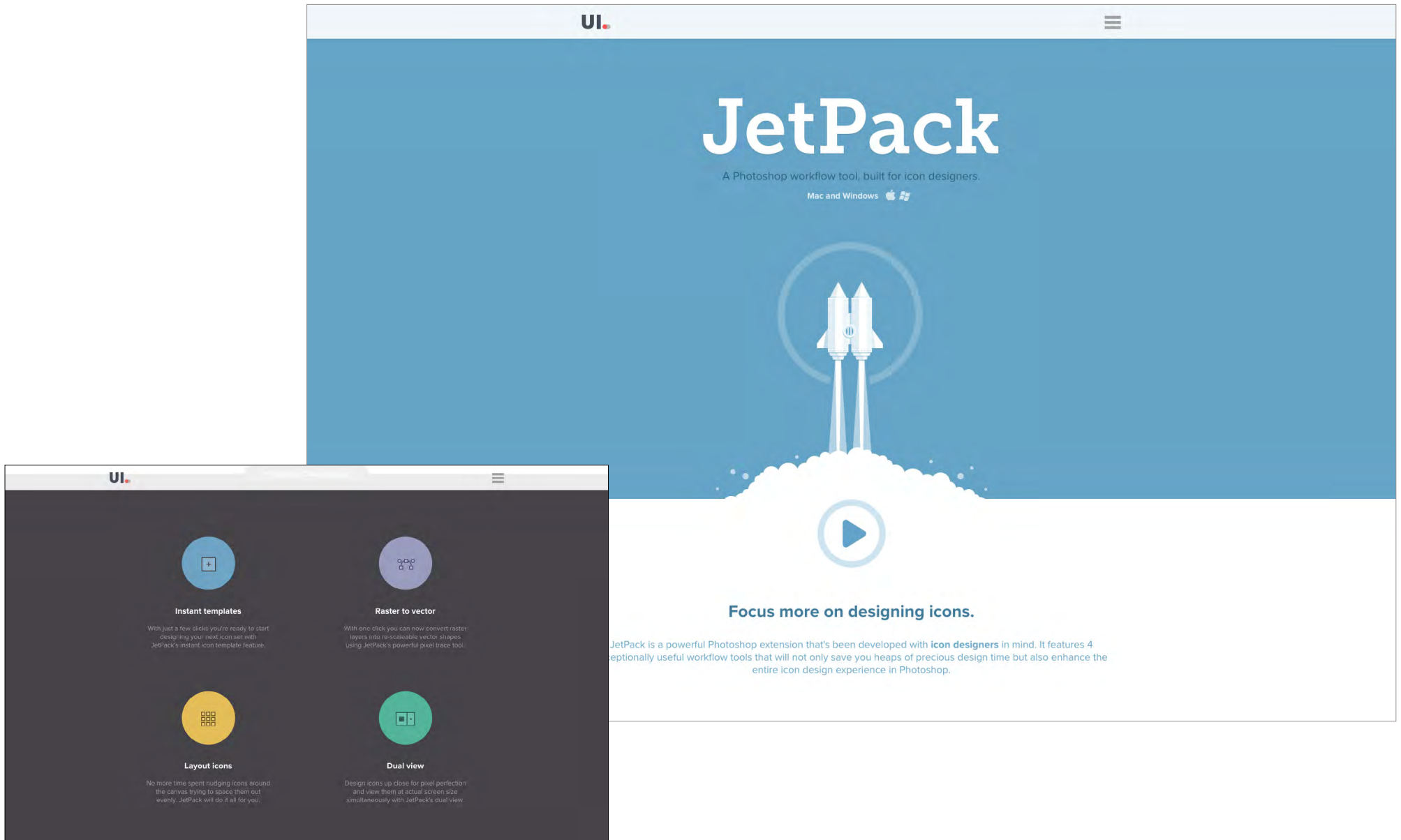
OCEANS

World Wildlife Fund

worldwildlife.org

Leading with a featured story, the WWF's use of large, full-width environmental imagery sets the stage for their homepage. Contrasting the black and white with high-quality photographs and simple colors attracts eyes to donation buttons and specific areas of work. The six categories that make up their mission (bottom right) are cleanly organized and differentiated by some of these simple colors.

SOFTWARE & TECH **HOMEPAGE EXAMPLES**



JetPack
jetpack.uistore.io

The JetPack homepage uses subtle animations and a clean, organized layout to surface the most important information and keep clutter and copy to a minimum. The color scheme is simple, the iconography and illustrations are beautiful, and the end result is a trustworthy and easy-to-navigate homepage.

- * Whatever work means for you, Slack brings all the pieces and people you need together so you can actually get things done.

Already joined a Slack team? [Sign in](#)

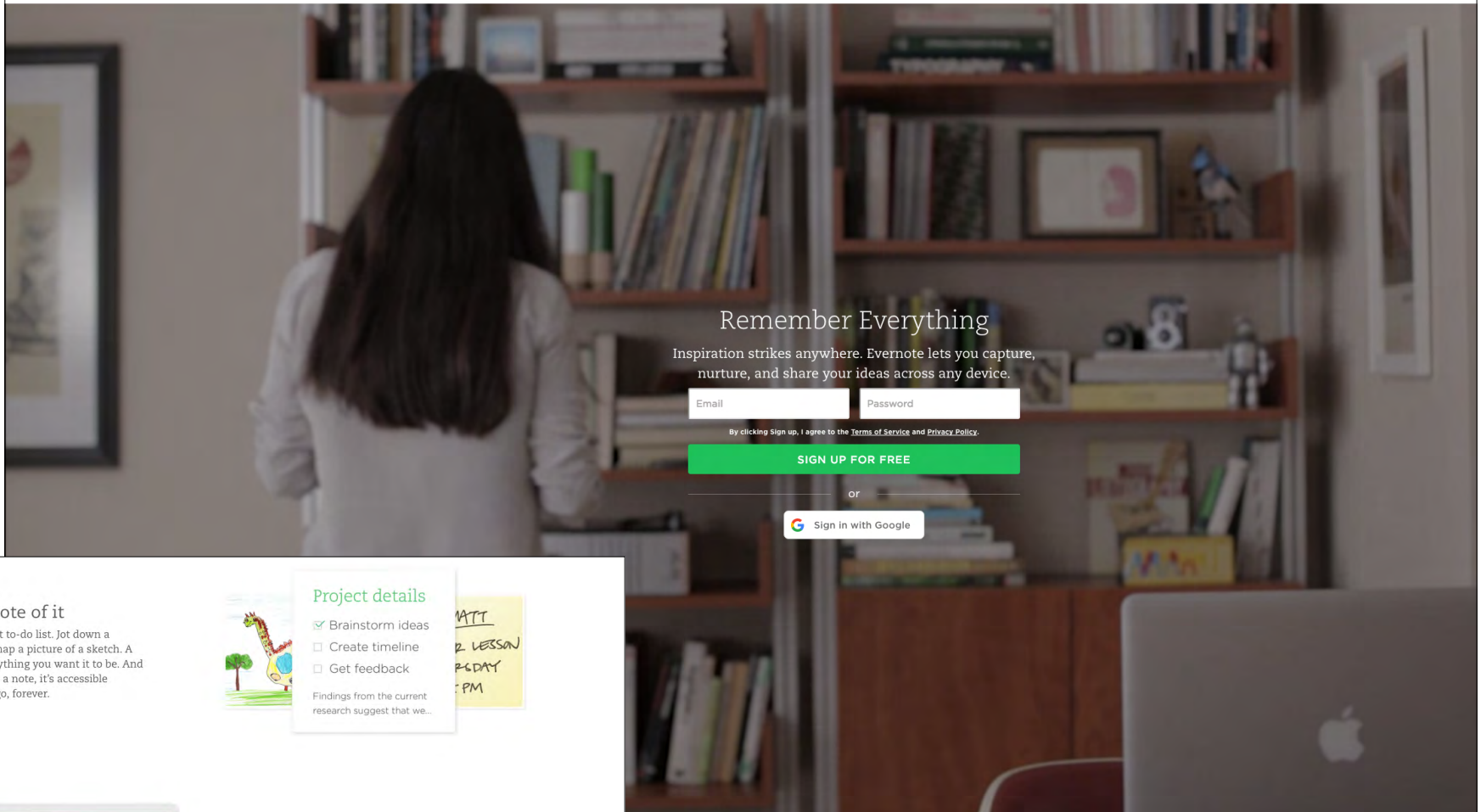


- Product
- Pricing
- Support
- Slack Guides
- Video Guides
- App Directory
- API

- Jobs
- Customers
- Developers
- Events
- Blog
- Podcast
- Slack Shop

- Privacy
- Security
- Terms of Service
- Policies

- Download desktop app
- Download mobile app
- Brand Guidelines
- Slack at Work
- Status



Make a note of it

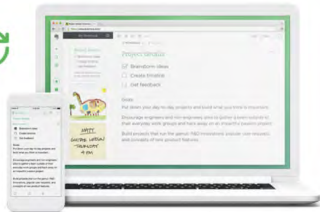
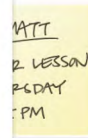
Create a project to-do list. Jot down a reminder. Or snap a picture of a sketch. A note can be anything you want it to be. And once you make a note, it's accessible wherever you go, forever.



Project details

- ☒ Brainstorm ideas
- ☐ Create timeline
- ☐ Get feedback

Findings from the current research suggest that we...



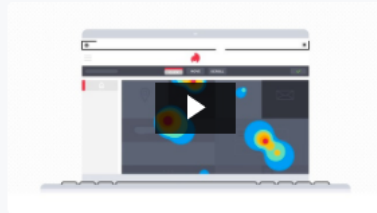
Have it everywhere

Capture a note once, and it's instantly available on all your devices. Never worry about where you saved something because it's in Evernote, and Evernote is wherever you are.

Evernote
evernote.com

Evernote uses a video background on its homepage both as a cool visual element and as a way to show its product in action. The person in the screenshot above is presumably using Evernote on the go, which aligns perfectly with the messaging in the text overlay. Beyond the header, tidy graphics continue to explain each benefit.

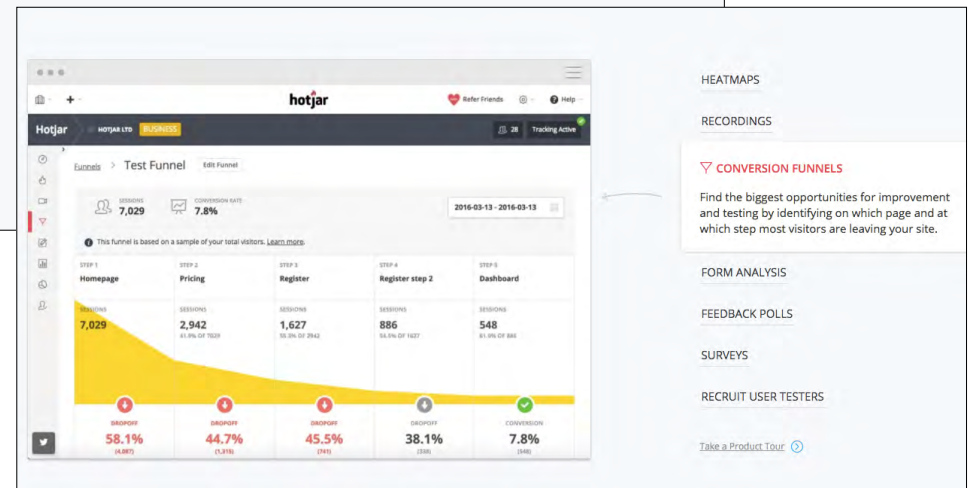
All-in-one Analytics & Feedback



Hotjar is a new and easy way to truly understand your web and mobile site visitors. Find your hottest opportunities for growth today.

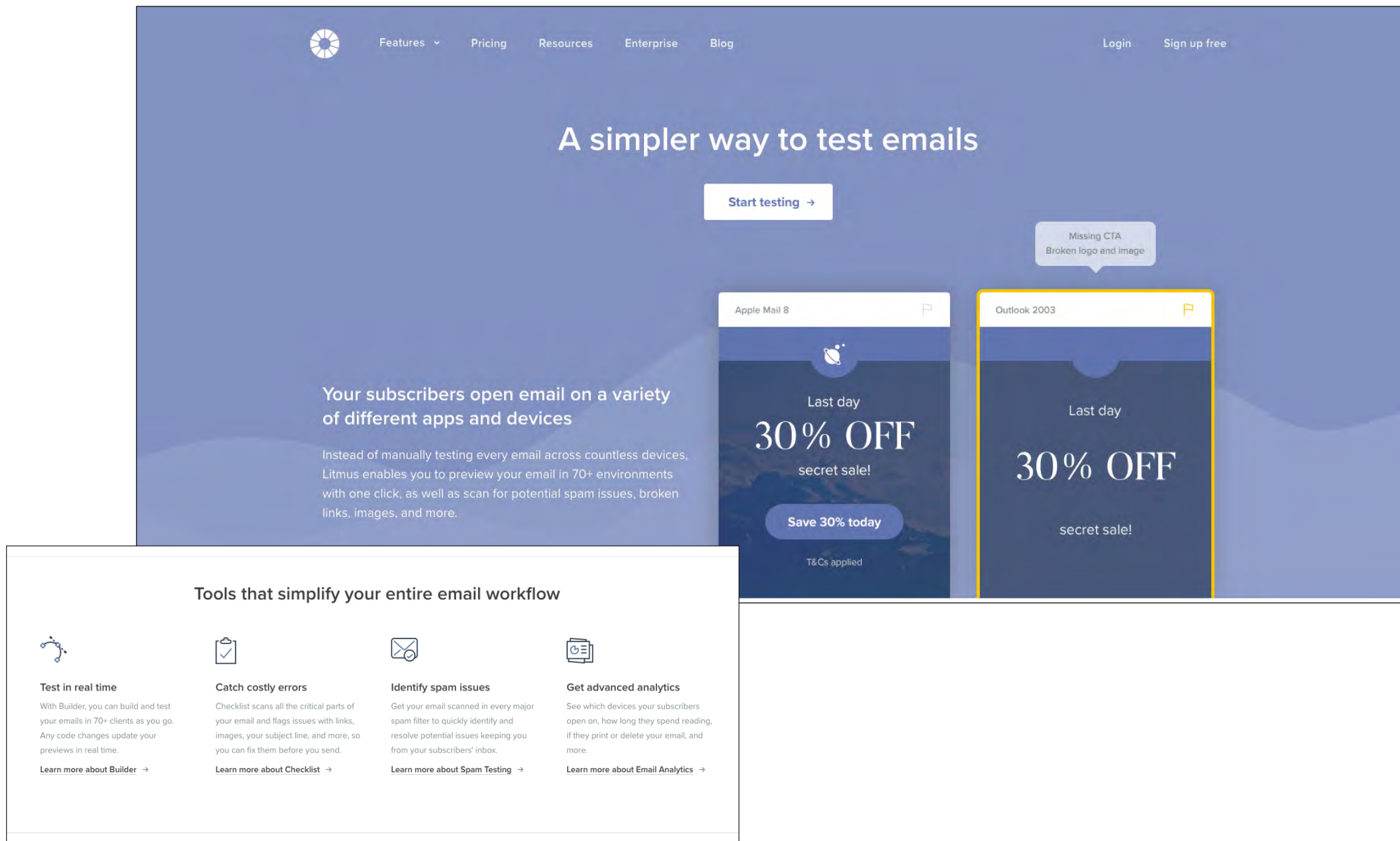
TRY IT FOR FREE

No credit card required – Get started in seconds.



Hotjar
hotjar.com

Hotjar's homepage leads with a one-minute video that explains what they do, and is followed by a red call-to-action that matches their branding and demands your attention (especially by including "free"). Below this, Hotjar continues with a show and tell by allowing visitors to choose through seven features that all have supporting product screenshots and succinct descriptions.



Litmus
litmus.com

Offering tools that solve email marketing woes, Litmus brings a calming shade of lavender to its homepage. A common issue with email design is showcased and reveals the ease in which their product can deliver for customers. A row of four icons then highlight tools and features, and allow the homepage to stay brief but pack a punch.



Basecamp

2017 is the year to get it together

Basecamp solves the critical problems that every growing business deals with.

It's the saner, calmer, organized way to manage projects and communicate company-wide.



Basecamp will have you saying things like:

“I’ve never had a better handle on my business.”

More than 89% of our customers say they have a better handle on their business thanks to Basecamp.

As the business owner, I feel more connected and aware of what is going on in the office when I'm away. It's easy to see what needs to be done with deadlines and who is responsible for the task.

-Cynthia White, Law Offices of Cynthia L. White

“My team is more self-sufficient than ever before.”

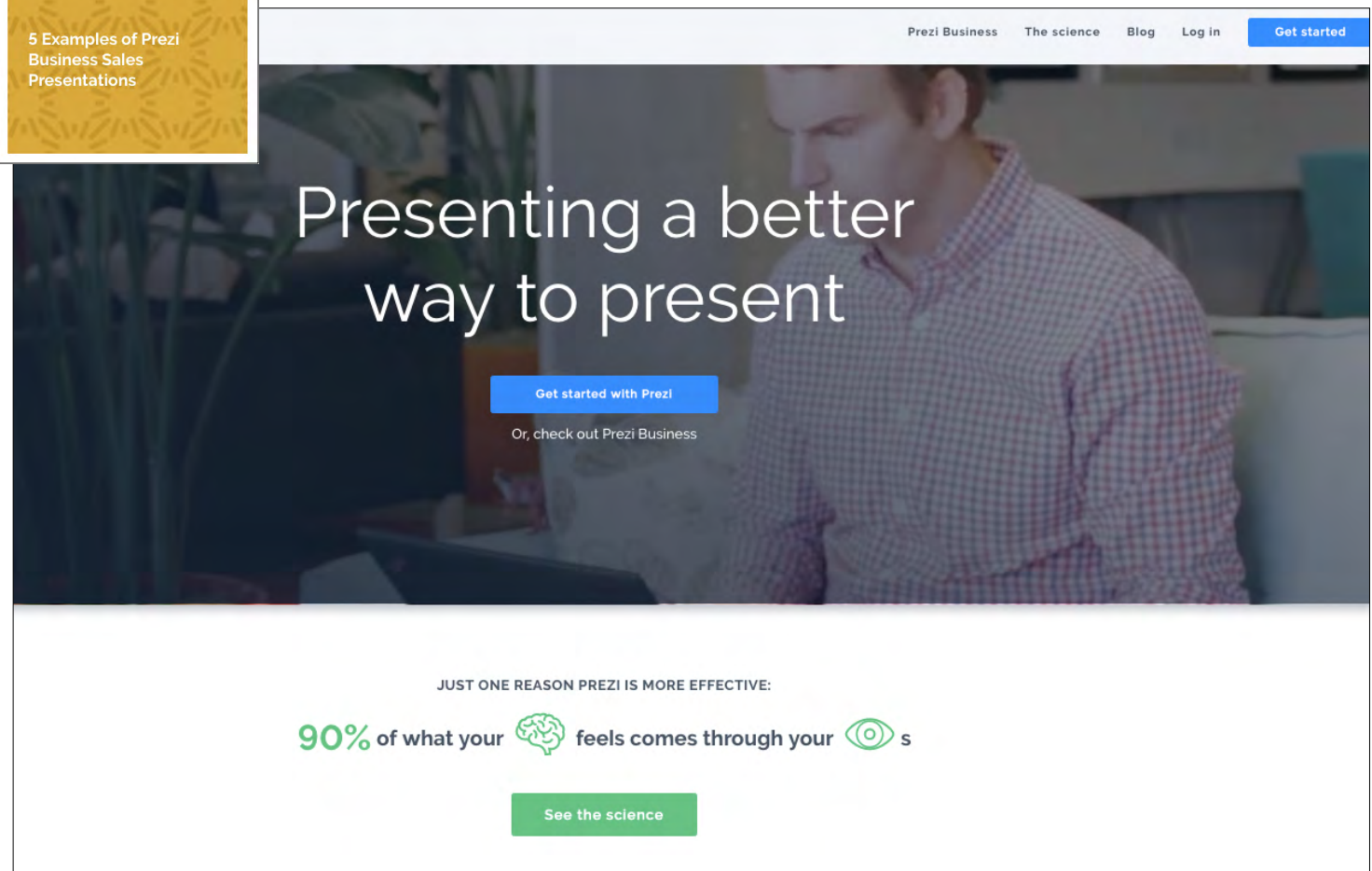
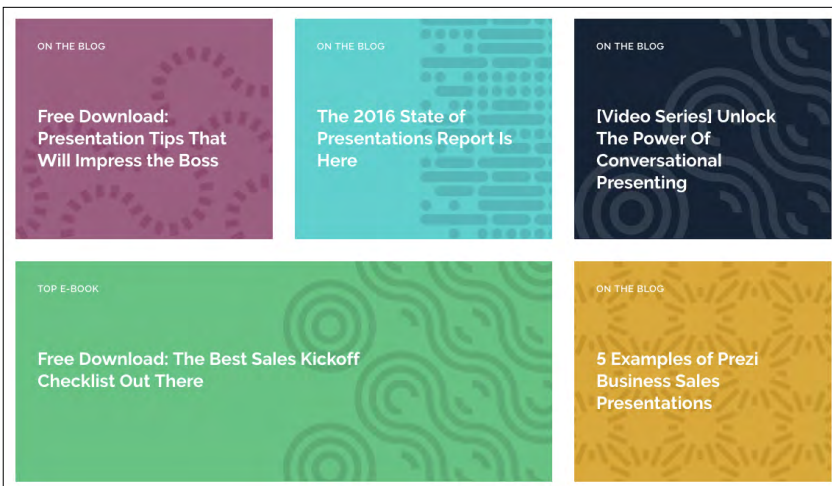
Almost 84% of our customers report their teams are more self-sufficient since switching to Basecamp.

Execution of projects. Instead of drowning in an endless chain of emails, there is clear and easy accountability meaning tasks actually get done!

-Roxanne Emery, LATE Nation & Gareth Emery

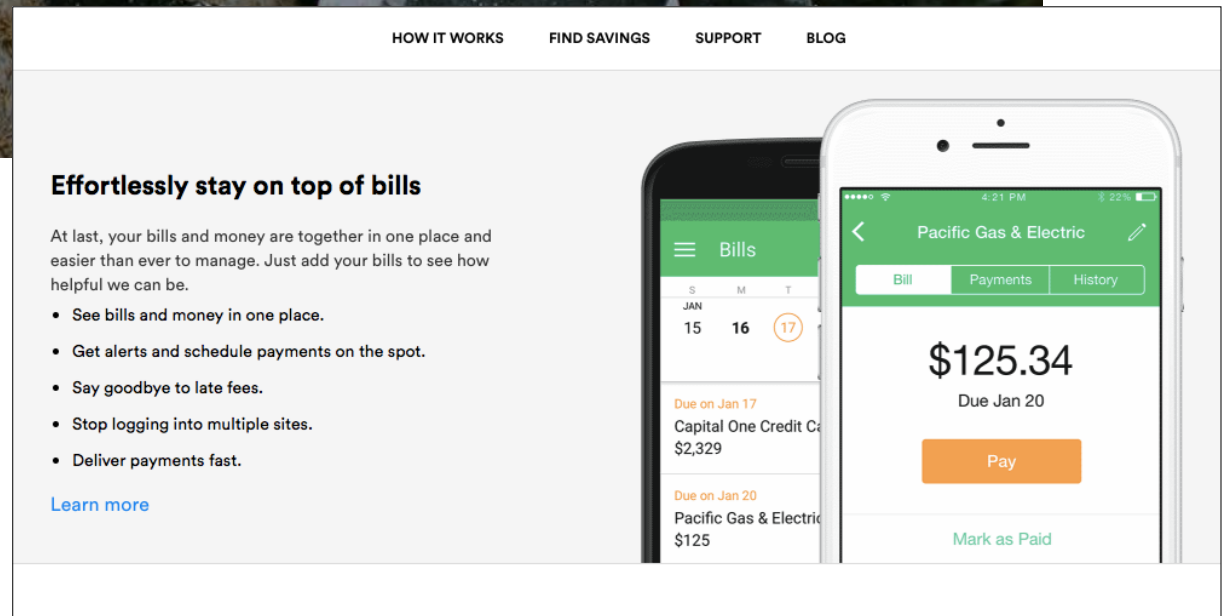
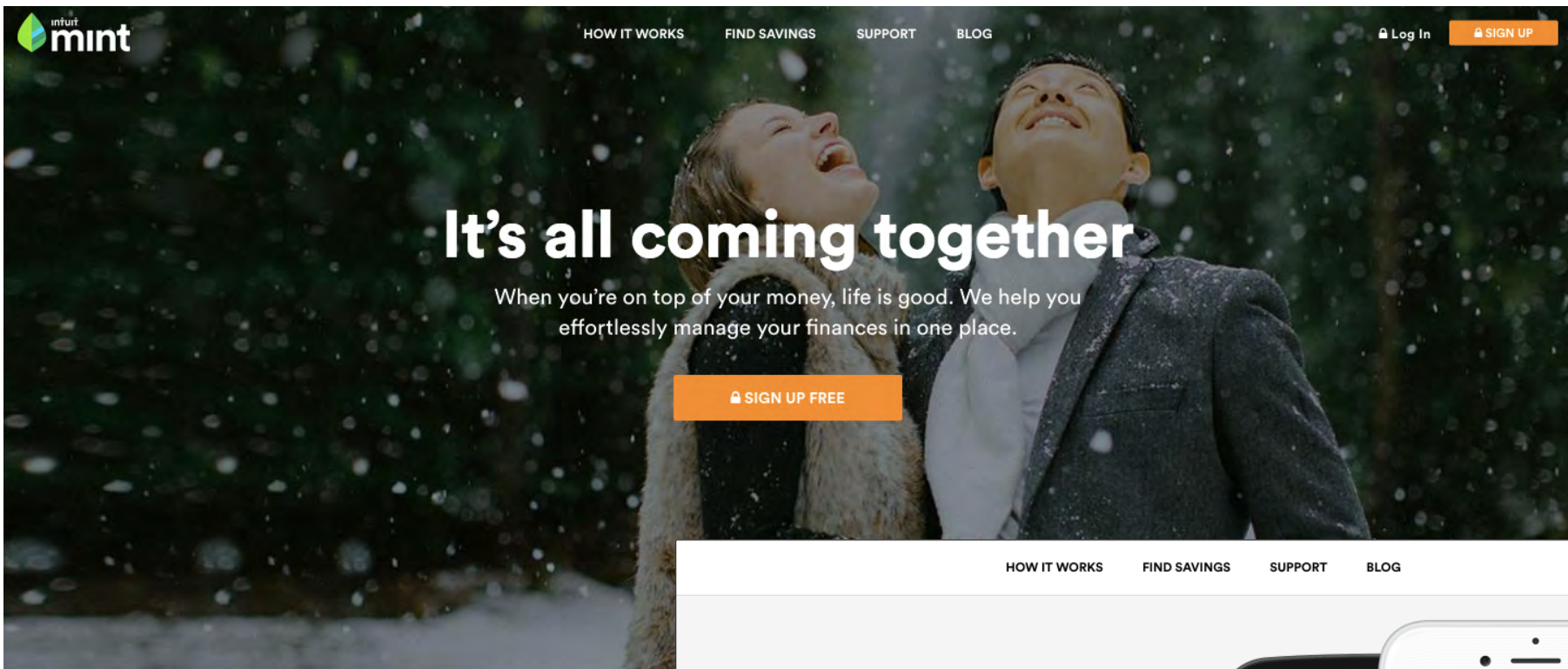
Basecamp
basecamp.com

A cartoon drawing on Basecamp’s homepage puts a humorous visual to what they promise to solve. There is minimal friction to starting a free trial by providing an email address field as well as a Google account sign-in option. The remaining bulk of the page is dedicated to large testimonials before ending with a button that brings you to a recorded demo video.



Prezi
prezi.com

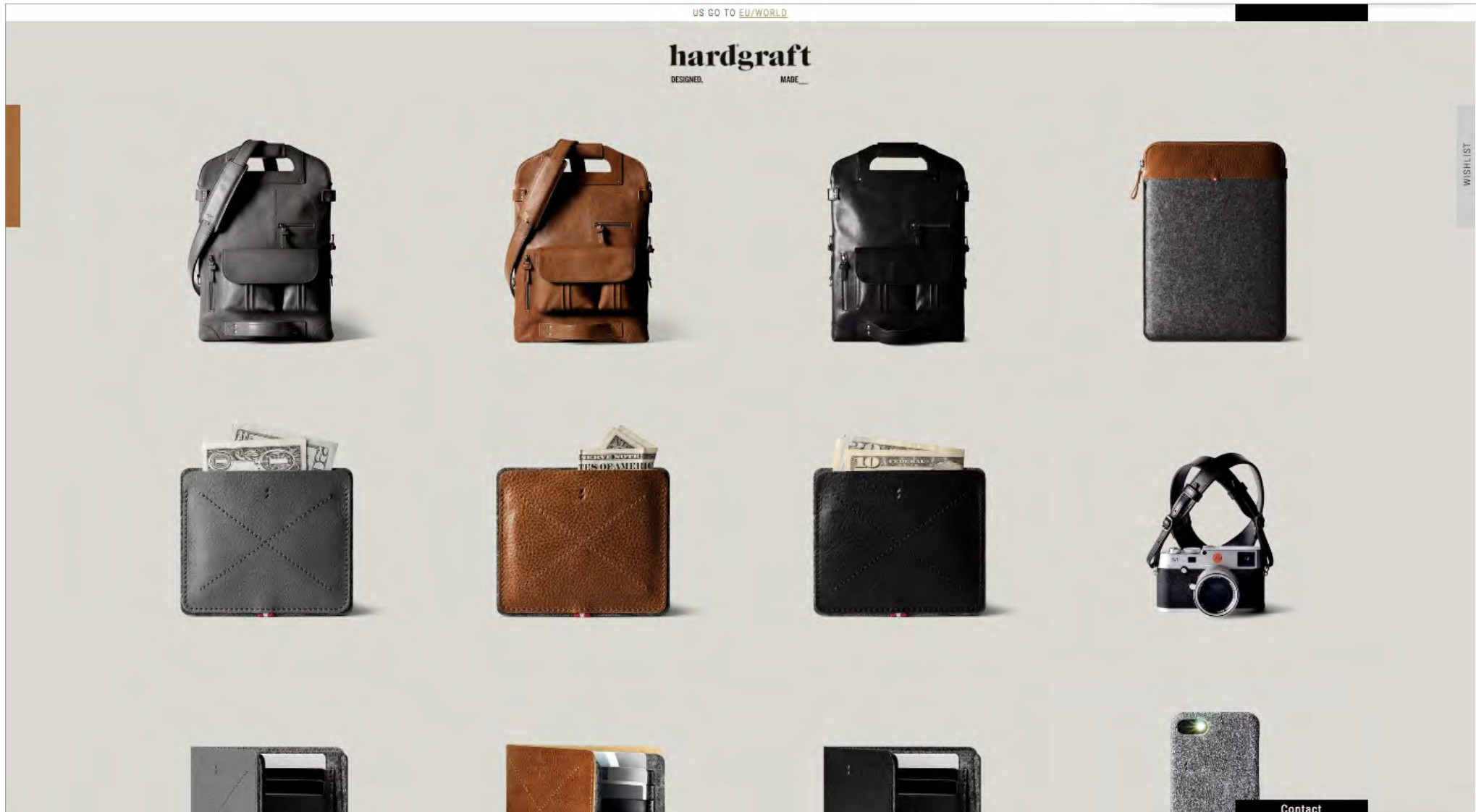
Prezi's homepage starts similarly to Evernote's, but one difference that stands out is that they splice in shots of the product in action. This representation feels more natural than a recorded demo video and, best of all, is all above the fold. Rather than show screenshots, Prezi opts for enticing content like studies and blog posts, some of which are gated.



Mint
mint.com

Mint leads with putting the focus on creating feelings of happiness and security rather than its product. Orange calls-to-action stand out, and feature a lock icon that makes you want to gain access to whatever they are offering. The product features that follow lay out themes of convenience and trust, but with a focus on mobile and tablet usage.

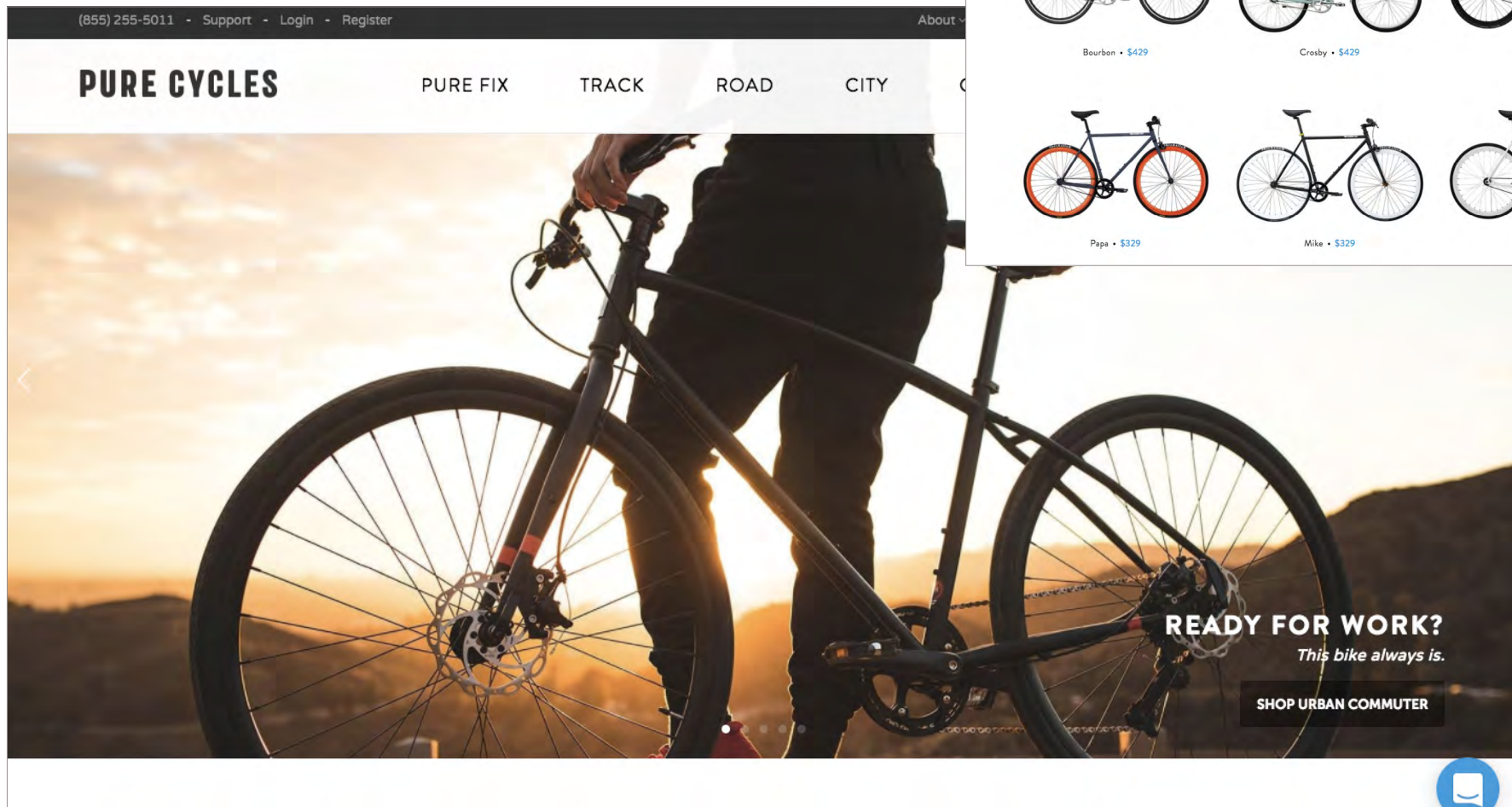
ECOMMERCE & RETAIL HOMEPAGE EXAMPLES



Hard Graft

hardgraft.com

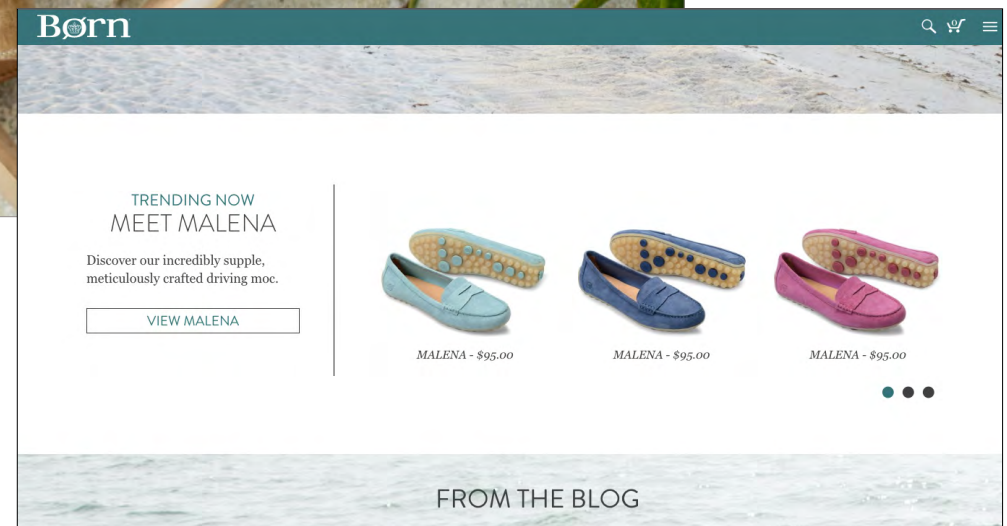
Hard Graft takes an innovative approach to displaying products on its homepage. As you scroll down the page, the Hard Graft logo stays fixed, while beautiful, cut-out photos of its products pass by. The end result: the products feel like design elements, and contribute to the homepage's attractiveness.



Pure Fix

purefixcycles.com

Here's a great example of letting product images do the talking on your homepage. Instead of bogging visitors down with details (e.g., construction specifications, etc.), Pure Fix simply shows you their bikes -- no backgrounds -- in a well-organized grid. It's clean. It's pure. It fits their brand.



Born
bornshoes.com

The Born homepage uses three distinct styles of photo to show off its footwear: high-quality closeups (left), high-quality environment shots (top/right), and -- if you scroll down their homepage -- customer photos from Instagram. Some subtle scrolling and hover effects add to the homepage's visual appeal.

GUIDES APP

100 cities and counting in the palm of your hand

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1

Guides app: 100 cities and counting

2

After dark: nocturnal adventures with kids

3

Top tips for freedom camping in New Zealand

Prepare for your trip



Book a flight

Find the best fares and last-minute deals



Book a room

Rest your weary head between adventures

Lonely Planet

lonelyplanet.com

Lonely Planet's homepage does not immediately strike you as a place to spend money, which is why it stands out amongst its many competitors in the travel market. Instead, they provide huge amounts of free value with guides and inspiration regarding any destination. There are hints to preparing for a trip, which lead to more indirect paths to purchases that are less transactional.

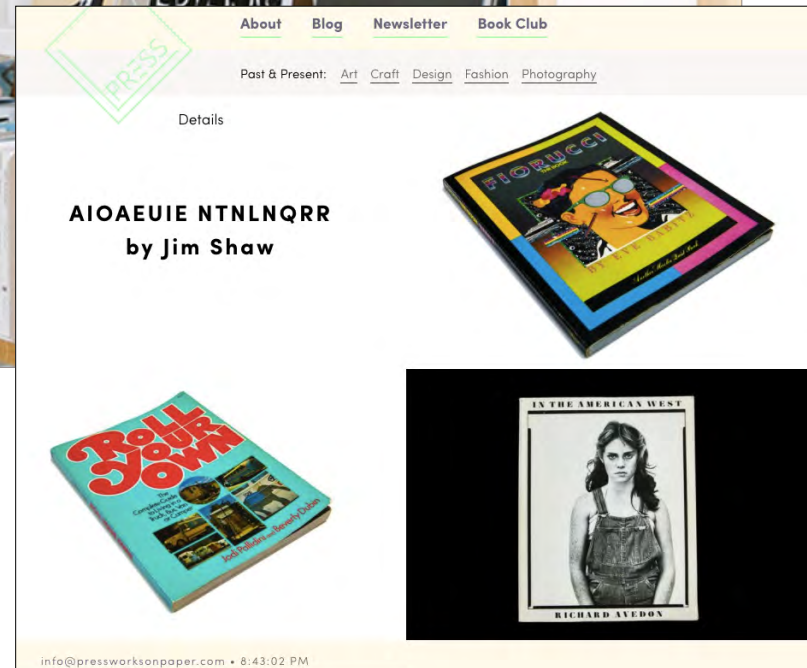
Sanctuary T™ Shop

OUR TEAS / BYOT / TEA ACCESSORIES / BLOG / WHY T?



Sanctuary T Shop
shopsanctuaryt.com

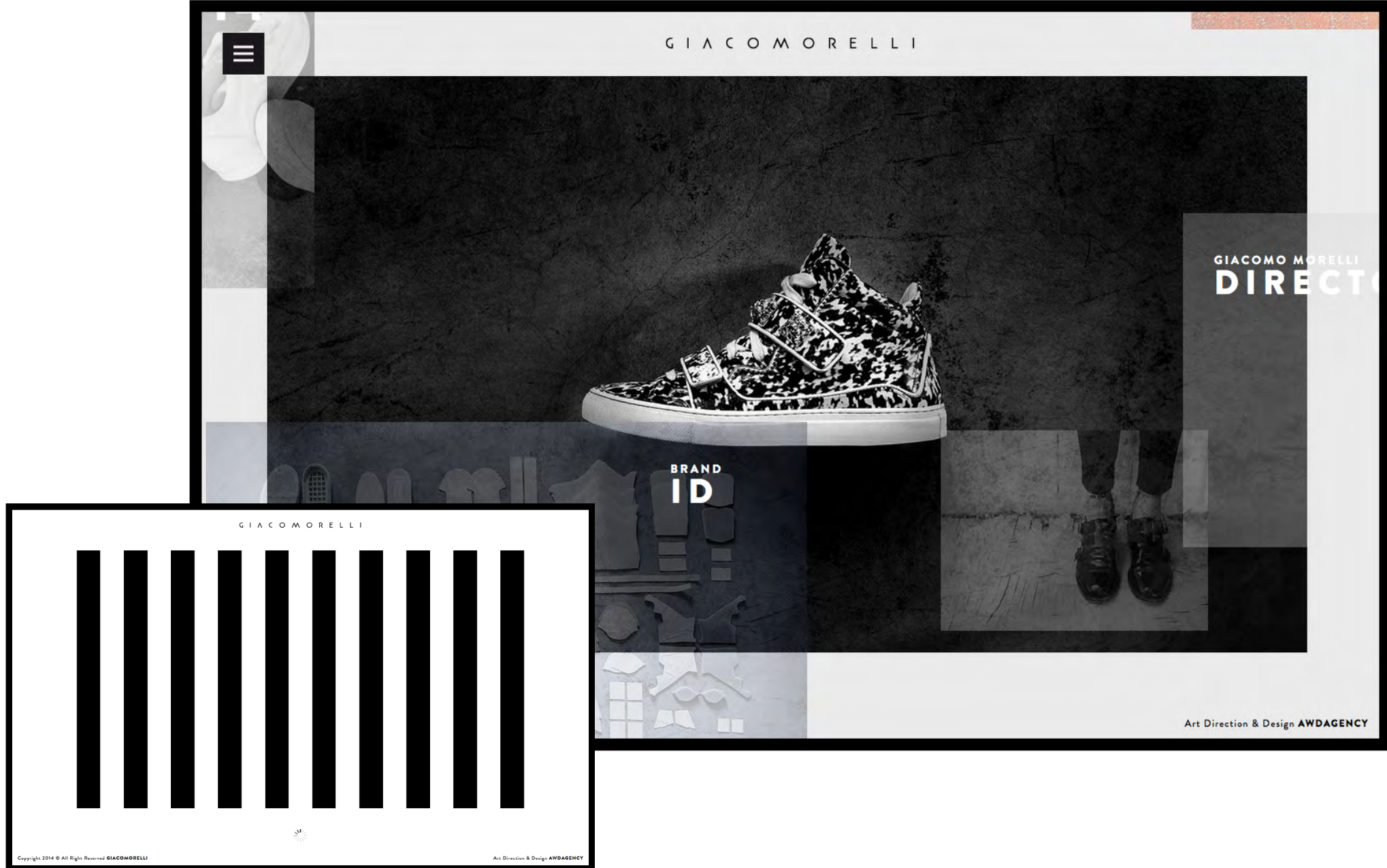
The Sanctuary T Shop's homepage uses beautiful photography to tell a story that's not only about what their products are, but where their products come from. The end result strikes a pleasant balance between organic/natural and clean/modern.



PRESS

pressworksonpaper.com

Quickly cycling through large images from within book stores, the homepage for PRESS conveys their appreciation for photography, design, and the tactile response from holding a book. With such a niche product (a monthly subscription to books that feature unique and out-of-print photos), this homepage delivers authenticity and shows that they can provide counter-culture art



Giacomorelli
giacomorelli.com

The Giacomorelli homepage first captures your attention with its dramatic loading screen (left), and it then presents you with an extremely innovative user experience. Instead of clicking on nav items, you move your cursor around, causing different rectangles of content to dynamically shift in and out of focus.



MEN

WOMEN



FREDERIQUE CONSTANT
GENEVE

ABOUT

USD ▾



PRESENTS

HOROLOGICAL SMARTWATCH

FOR HIM

 |

FOR HER

01

BATTERY LIFE

Your timepiece features an electronic movement with minimum 2+ years battery life. No need to charge it every day.

SHOP NOW





DAYTIME

ACTIVITY TRACKING

DAY

 |

NIGHT

Keep track of daily steps, calories burned, and total distance and compare where you are towards your objectives.

READ MORE

Frederique Constant

frederiqueconstant.com

This high-end smartwatch brand creates depth and impact with a bright white background. An array of smooth transitional effects and a progress bar along the left margin compel you to view the entire page and engage with things like buttons that display pop-up features. Frederique Constant’s design fuses the physical and virtual, much like a smartwatch does itself.