# Velvet Frame

*A fashion and editorial photography website.*

This development edition includes 15 fully styled web pages, eight original generated sample photographs, local fonts, an original VF monogram, shared header/footer, a rotating hero, editorial filters, keyboard image viewing and an inquiry demonstration.

The design follows the approved ink-black, burgundy and warm-ivory mockup. Each project and article has distinct original content. The photography, studio identity and self-directed campaign stories are illustrative, not claims of real client work.

This is a working web demo and a native Showit implementation reference. No native Velvet Frame Showit design has been created. Existing Nocturne Vows and Aperture designs remain separate and preserved. No subscription was purchased.

Demo: https://pitikostudio.com/demos/showit/velvet-frame/index.html

# One visual world

*Fifteen pages with a complete visitor journey.*

Home - index.html: masthead, layered rotating hero, selected stories, statement, studio, services, journal and FAQ.
Editorial - editorial.html: filtered fashion, portrait and movement studies.
Campaigns - campaigns.html: three concept campaign stories.
Projects - project-velvet-hour.html, project-quiet-rebellion.html and project-form-motion.html: concept, palette, essay, gallery, afterword and next story.
Studio - studio.html: philosophy and collaborative approach.
Process - process.html: conversation, direction, making and edit.
Journal - journal.html: three original field notes.
Articles - note-colour.html, note-silhouette.html and note-sequence.html.
Contact - contact.html: required fields, email validation and demo confirmation.
Privacy - privacy.html: accurate demo behavior and launch considerations.
404 - 404.html: designed recovery page; real missing-route status requires host configuration.

# Type, tone & texture

*Keep the composition. Make the story your own.*

Palette: ink #11110F, burgundy #4A151D, warm ivory #EBDFCC, brass #C9A677, rule #655742. Edit variables at the top of styles.css.

Typography: Bebas Neue for the bold masthead, Cormorant Garamond for expressive headings and Inter for navigation and supporting copy. Font files and their OFL notices are included locally.

The brand monogram is assets/vf.svg. Update the wordmark, titles, alt text, descriptions and footer identity to match the real studio. Keep heading levels and readable text sizes.

Photographs have 1440px source files and 800px alternatives. Replace both sizes, keep meaningful alt text and update intrinsic dimensions/srcset when needed. Test faces at phone and desktop widths. Wide project frames deliberately use top-centred crops.

build.py is the authoring source for shared HTML. Run it with VELVET_OUTPUT set to the desired output folder. Changes to shared navigation/footer should be made once in the generator before regenerating pages.

# A deliberate rhythm

*Motion should support the photographs.*

The hero crossfades every five seconds. Previous/Next controls stop automatic playback, and Pause/Play allows explicit control. Arrow keys work within the slideshow controls. Hidden tabs stop the timer; reduced-motion preference disables initial autoplay and transitions.

Editorial filters show matching story categories. Project image viewers support Previous/Next, arrow keys, Escape and focus return to the selected photograph. Mobile navigation expands beneath the header and closes with Escape or after following a link. FAQ items use native disclosure controls.

The form demonstrates required-field and email validation only. A valid fictional entry clears fields and shows a sample confirmation. It sends no request, email or stored record. Do not use actual personal information in the demo.

For real use, configure a genuine form processor and recipient, delivery handling, abuse controls and privacy policy. Test an actual message through the production service before claiming delivery works.

# Ready for translation

*A separate, editable Showit implementation.*

Create Velvet Frame as its own design when authorized Showit account access is available. Do not merge it into another template. Translate every section into editable native desktop/mobile canvases, with a shared header/footer, native image galleries, forms and menu actions. Do not embed a whole-page screenshot or iframe.

Use native views and supported transition controls for the rotating hero where possible. Recheck manual controls, reduced-motion behavior, mobile crops and gallery keyboard behavior after translation; web QA does not prove native functionality.

Before commercial release, review image approval, customize the business identity/privacy text, configure real form delivery, verify responsive and accessibility behavior, and check the host returns the correct content and HTTP status for missing routes.

The package contains a page map, palette, media hashes/provenance and font licenses. No real client names, awards or press endorsements were invented.

Product support: https://pitikostudio.com/support.html