

LIVE WEB PROJECT

BlueThread

Private-Label Denim B2B Website

A B2B denim atelier website built for global fashion buyers, translating manufacturing capability into a more editorial sales experience across design direction, wash development, production, collections and buyer outreach.

MUSTAFA MADRASWALA

PROJECT SIGNAL

Live hosted build

`blue-thread-five.vercel.app`

Selected for Upwork / Fiverr
portfolio presentation

Project Overview

MY ROLE

Web Developer & UI/UX Developer

A B2B denim atelier website built for global fashion buyers, translating manufacturing capability into a more editorial sales experience across design direction, wash development, production, collections and buyer outreach.

PRODUCT SCOPE

- B2B fashion positioning
- Capabilities and wash-lab storytelling
- Collection architecture
- Buyer-focused manufacturing process
- High-volume retail messaging
- Lead-generation buyer inquiry

Experience Highlights

01

B2B fashion positioning

02

**Capabilities and wash-lab
storytelling**

03

Collection architecture

04

**Buyer-focused manufacturing
process**

05

High-volume retail messaging

06

Lead-generation buyer inquiry

Skills & Deliverables

- Front-End Development

- Responsive Web Design

- UI/UX Implementation

- Product Thinking

- Component-Based UI

- Interaction Design

- B2B Website

- Lead Generation

- Brand Storytelling