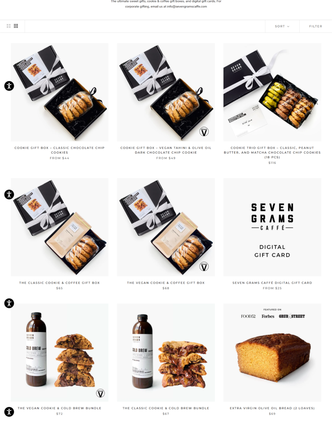
Seven Grams Caffè

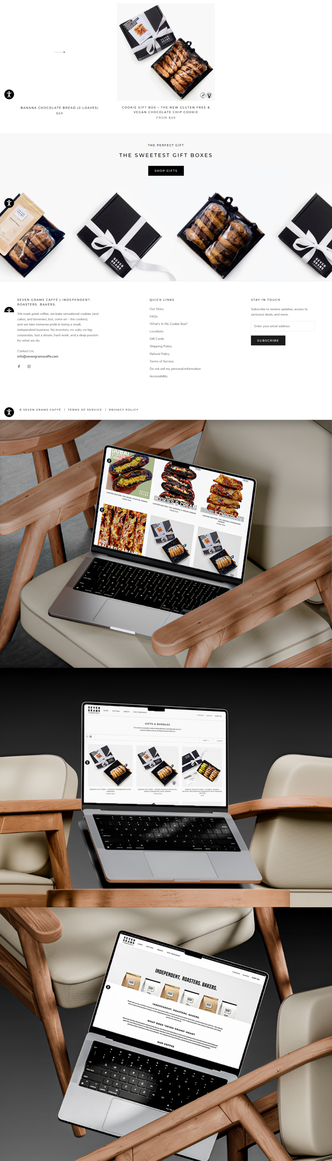
Overview

Seven Grams Caffè is an independent New York-based brand known for roasting premium coffee and baking decadent cookies. The goal of the project was to create a user-friendly e-commerce website that reflects the brand's artisanal values while making product discovery and purchase seamless.

Objectives

- Showcase premium coffee and hand-baked cookies in an elegant, clean layout
- Drive conversions through giftable products and bundles
- Communicate the brand's independent, handcrafted philosophy
- Ensure a consistent visual and UX flow from homepage to checkout



Gifting Page

Well-structured *Gift & bundle* layout
Clean product photos with white backgrounds and black packaging for luxury appeal
Gift box offerings with vegan, gluten-free, and classic options
Use of icons to indicate dietary options