

Alice fancy theme for Shopware

Installation and setup

Questions or need help?
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The goal of e-commerce design is to create interfaces that won't get in the way of the overall shopping experience. Creating as little friction as possible and to make it easy for your customers to go through the store and the checkout.

In a Shopware theme from Studio Alice, this is done by shrinking, removing or "softening" the less important parts of the UI. For a e-commerce store the saying "Less is more" holds truth.

A more in-depth tutorial on how to use the Shopware's Shopping Experience can be found here:

<https://docs.shopware.com/en/shopware-6-en/content/ShoppingExperiences>

Overview

How to use

1. Install theme
2. Create the custom layouts for:
 1. Home page
 2. Category listing page
 3. Product view page
3. Apply the theme on your sales channel

Recommended sizes for images

Logotyp: Keep inside 680 x 140 pixels (png)

Product image: Square 1920 x 1920 px (jpg)

Banners:

Home page: 1360 x 380 pixels (jpg). Display: stretch

Bottom banners (home page): 680 x 500 pixels (jpg)

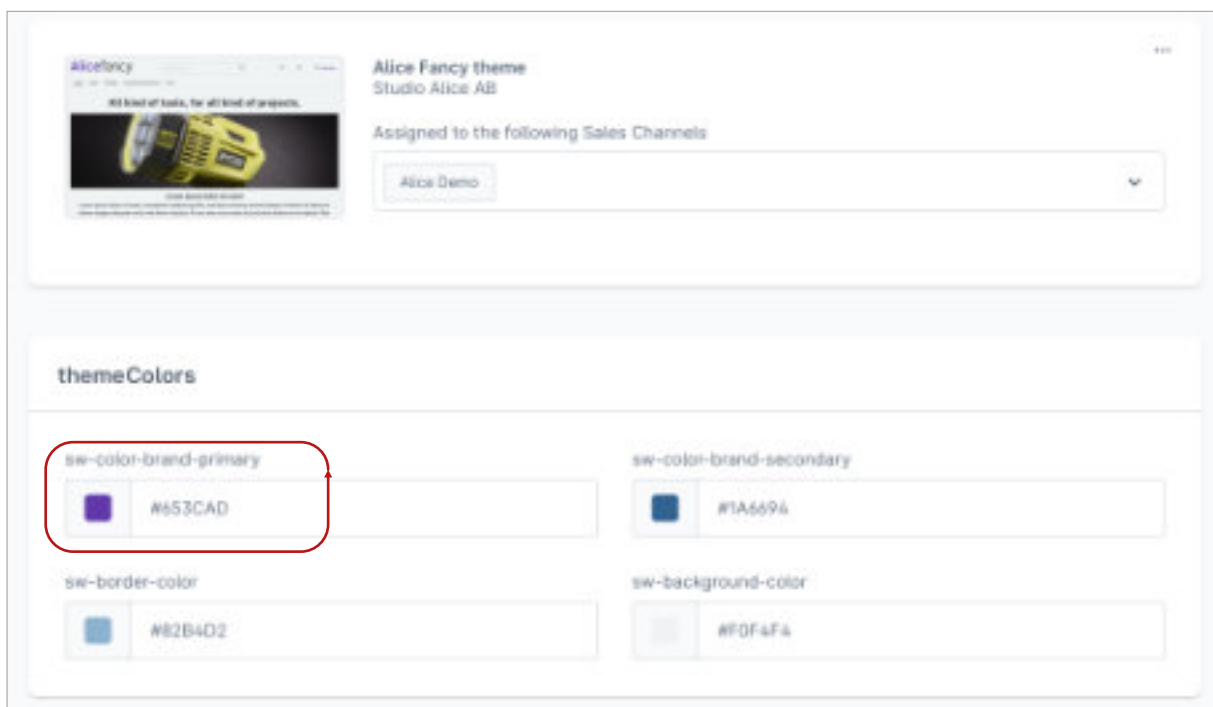
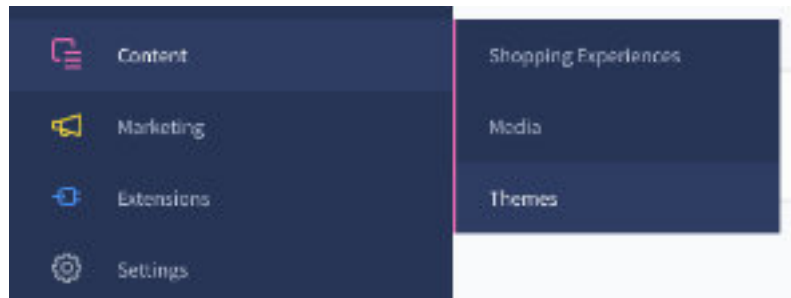
Category: 980 x 320 pixels (jpg). Display: stretch

Theme settings

Go to **Content / Themes** and select the theme (Alice Fancy theme).

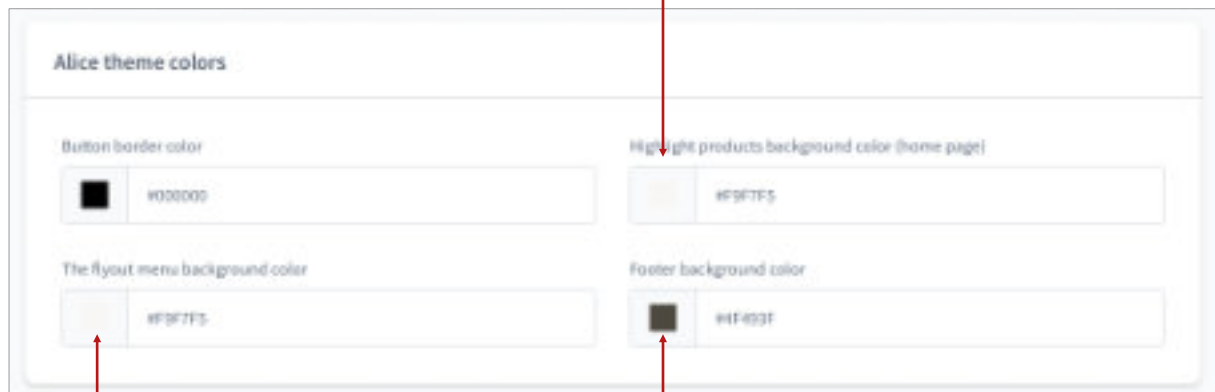
Minimum color to change is brand-primary to match your brand.

The other settings is at default "best practice" and can be left as they are (or change later)



Theme settings

On the home page there is a section for "highlighted" products. Here you set the background color.



The screenshot shows a settings panel titled "Alice theme colors" with four color selection fields:

- Button border color:** A black color swatch with the hex code #000000.
- Highlight products background color (home page):** A light beige color swatch with the hex code #F9F7F5.
- The flyout menu background color:** A light beige color swatch with the hex code #F9F7F5.
- Footer background color:** A dark grey color swatch with the hex code #1F493F.

This is the background color for the main menu dropdown (on hover)

Background color for the footer. The text color will automatically change from light to dark, depending on the background color.

Layout - Home page

Duplicate the default template "Homepage". Open the layout by clicking on it. Rename the custom layout.

If you need help creating the layouts, email our support at magnu@studioalice.se

Create the template as the image.

The image shows a screenshot of a web layout editor interface. The layout is divided into several sections:

- Section 1:** A large headline "Lorem Ipsum dolor sit amet" with a red arrow pointing to it labeled "Headline 1".
- Section 2:** A large image of a yellow and black Ryobi LED work light. A red arrow points to it with the label "Display mode: stretch" and "Size: 1360 x 380 px".
- Section 3:** A smaller headline "Lorem Ipsum dolor sit amet" with a red arrow pointing to it labeled "Headline 2". Below it is a paragraph of Lorem Ipsum text with a red arrow pointing to it labeled "Paragraph".
- Section 4:** Two images side-by-side: a vintage camera and a small potted plant.
- Section 5:** A grid of three product highlights. Each item has an image, a title, a description, a price, and an "Add to cart" button. The items are:
 - Screwdrivers:** Price €10.00.
 - AEG driller and screw driver:** Price €149.00.
 - Polygrip:** Price €4.95.

On the right side of the editor, there is a "CSS classes" panel with a search bar containing the text "product-highlights-wrapper". A red arrow points from the "Product highlights" text to this panel.

Layout - Category page

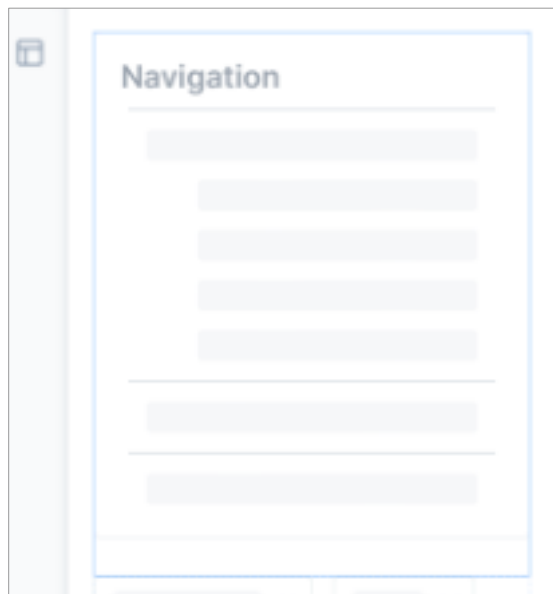
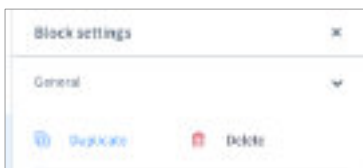
Duplicate the default template "Default listing layout with sidebar". Open the layout by clicking on it. Rename the custom layout.



Set the banner image to: Display mode stretch
Size: 980 x 320 px

The banner image and text is later applied on each category.

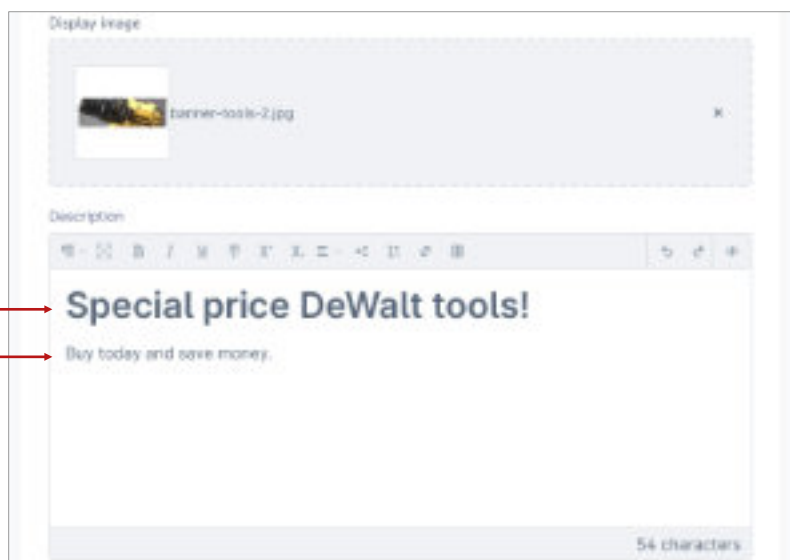
Select and remove the sidebar navigation block.



The banner image and text is later applied on each category.

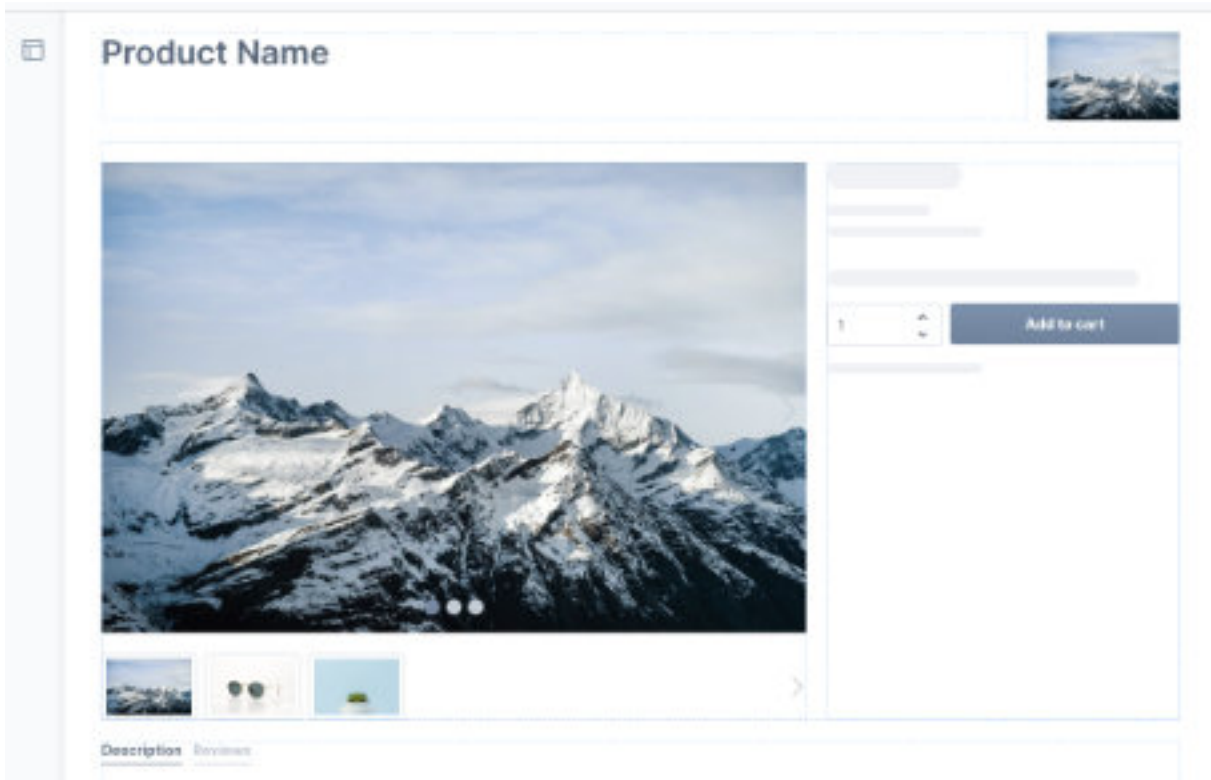
Headline 1

Paragraph



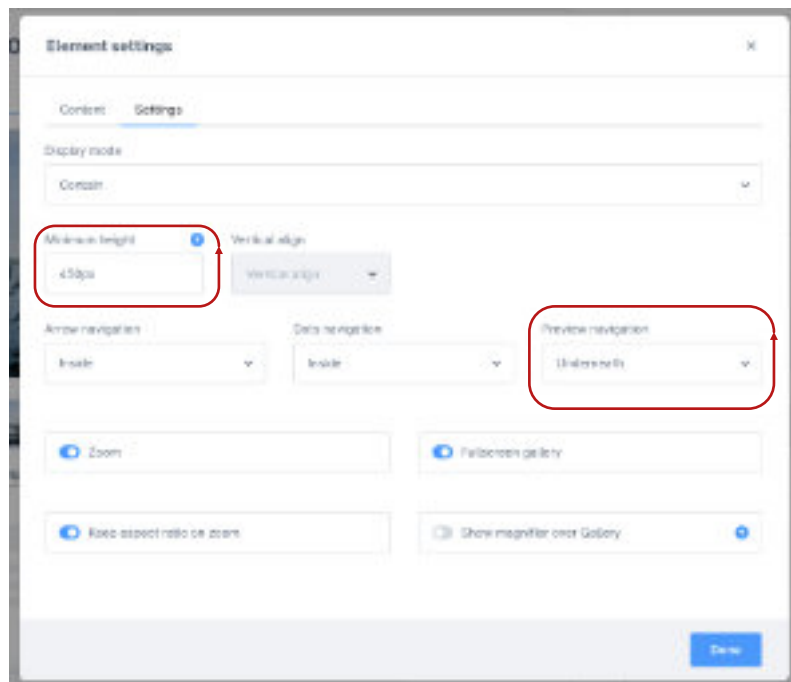
Layout - Product page

Duplicate the default template "Product page".
Open the layout by clicking on it. Rename the
custom layout.



Block settings for gallery buy
box.

Change "Minimum height" to
450px and "Preview
navigation" to underneath.



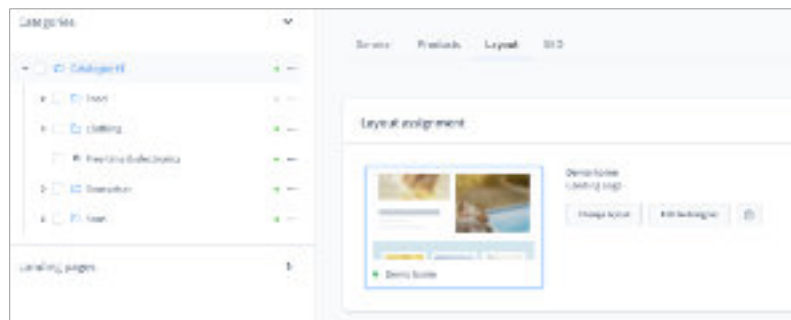
Apply custom layout

Home page

Go to **Catalogues / Categories** and select the top level category (or the category that you have set as "Entry point main navigation" in the sales channel).

Select the Layout tab.

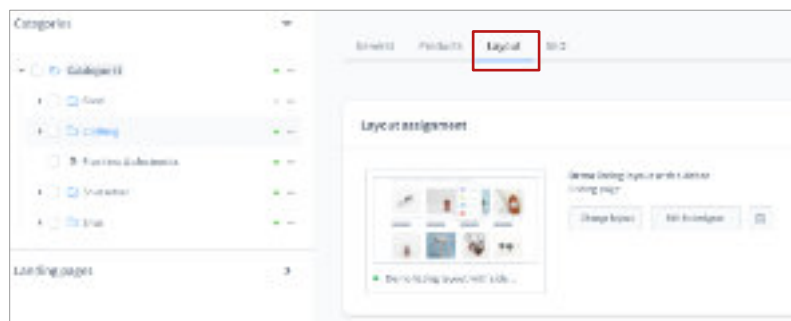
You can also edit the headline, hero banner, bottom banners and highlighted products.



Category pages

Go to **Catalogues / Categories** and select the category you want to apply the layout on. Select the Layout tab.

Click the button "Change layout" and select your custom layout.



Product pages

Go to **Catalogues / Products** and select the product you want to apply the layout on. Select the Layout tab.

Click the button "Change layout" and select your custom layout.

