

CASE STUDY: PROOF OF CONCEPT, NEW MOZILLA FIREFOX SHOPPING CHANNEL

Brief:

Mozilla Firefox set out to create a new shopping experience that celebrated small, independent retailers and made online discovery more joyful—offering an alternative to algorithm-heavy, big-box browsing.

Execution:

I was brought in to lead the brand and content development from the ground up. I developed the channel's name—**HayStack**—and tagline: “***We think outside the (big) box stores to bring you the best of the rest of the web.***” The name Haystack was derived from the proverbial (shopping) needles in a (Cyber) Haystack of stores that would be curated by Mozilla.

I shaped the brand voice, user experience, and editorial framework across key lifestyle categories: **Home, Wellness, Food & Beverage, and Off-the- Beaten-Track Travel.** Through multiple content iterations, I helped define how storytelling and curation could drive connection, clarity, and discovery—while also scaling seamlessly across a fast-growing, multi-channel ecosystem.

Result:

The result was a fully realized proof of concept for a branded shopping channel—designed to spotlight mission-driven, hard-to-find retailers while turning everyday browsing into a more meaningful, human, and entertaining experience.



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Haystack

BON APPE(TEA)! 🔍

OUR INSPIRATION

Our mission is to create a more joyful internet and give our users the opportunity to shop for items they didn’t even know they wanted, needed...or existed—the (shopping) needles in a (cyber) haystack.

We want to spotlight retailers with a great story, a unique reason for being, and ones who embrace the ideals that our community stands for, like, sustainability, artisanal craftsmanship, individuality, and inclusivity for all.

Bon Appe(tea)!

Rumor has it that you don’t need to be a Brit to love tea. From phenomenal flavor profiles to wellness blends, it’s come an *oolong* way from throwing a bag in a cup. These retailers take it to a whole other level—bon appe(tea)!

VIEW LIST

Haystack

BON APPE(TEA)! 🔍

The Tea Spot

Cancer survivor Maria Uspenski accredits the powerful therapeutic benefits of tea as a key ingredient in her recovery. Now she’s on a mission to use it as a force for good, empowering people to live an inspired and healthy life. We say take a leaf out of her book...or cup.

SHOP

HAYSTACK - HOME

SHOP THE SNUGGLE: A COZY GUIDE TO HYGGE FINDS

If you haven’t heard of Hygge, (aka “hoo-ga,”) you don’t know what you’re missing. This Scandinavian way of living is all about the feeling you get from cozy comforters, blazing fires, sipping something delicious...homey, snuggly layers of wellbeing are where it’s at.

Take a pause and settle in, these retailers put the ooh in cooozy!

Comma

#juststaying, say the folk at Comma. Aptly (and brilliantly) named, they focus on the pause between lines—downtime—the Comma. Whether brunching in bed, or chillin’ on the couch, their eco-friendly bedding, blankets and throws are designed to give you peace and room(s) to breathe (insert comma) sigh.

Overland

Since 1973 Overland has been the epitome of warm and cozy. Led by Roger Leahy, this family run retailer was inspired by the American West, starting in New Mexico with a bale of sheepskins, a sewing machine and a dream—now their luxe home accessories are cocoon (and swoon) worthy.

Territory

Ten years after meeting at Grad school in VT, Rebecca and Summer (with careers in peace-building and international development under their belts) reunited to create a homestyle brand grounded in organic, natural materials crafted by master artisans that would uplift everyday living experiences—now that’s cozy Territory.

Plow & Hearth

In 1980 Peter and Peggy Rice with Michael Burns opened a store in the foothills of the Blue Ridge Mountains on a mission to treat their customers (and staff) like friends and offer unique home goods. Multiple stores later, their ethos remains the same—gather with their fireplace accessories and feel the warmth.

Tom Dixon

Tom Dixon is an ‘untrained’ British Designer—but after receiving an CBE from the Queen for his service to design and rejuvenating brands like Habitat (well-known in the uk), we kinda think he’s got it. Snuggle up with one of his namesake candles, diffusers or incense burners for some royal relaxation.

Client: Mozilla Firefox
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