

Creative Brief

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Project Title: Alt Fashion Website

1. Project Overview

My website is created with the intent of informing people about the history of alternative fashion and displaying a few examples.

2. Resources

Info about the history can be found on https://en.wikipedia.org/wiki/Alternative_fashion. With links directing to specific examples near the Bottom of the page. Photos can be found on google.

3. Audience

Anyone who participates in alt fashion or anyone with an interest.

4. Message

To display various types of self expression in fashion that may or may not be normalized, and give info behind them.

5. Tone

Informative tone, but inviting and fun. Alt fashion is diverse and goes against the “norm”, so the website can as well.

6. Visual Style

I think it would be nice to balance bright and fun colors with dark colors on a layout similar to an online store. The website will be clean for easy reading and should be usable. And it would use some high contrast colored elements and blocky images.



Breaking Chains Hoodie (PRE-ORDER)
\$82.00 USD



Hunting for More Camo Hoodie
\$89.00 USD



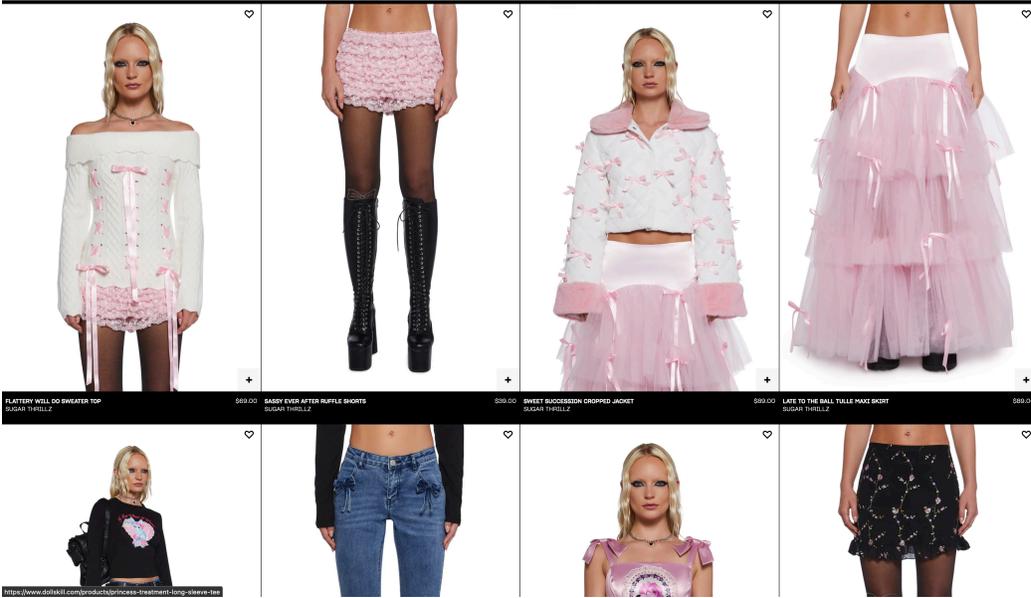
Seraphim Puffer Vest
\$150.00 USD



10/27/2024 1:20 AM EDT

Cart

All products



FLATTERY WILL DO SWEATER TOP SUGAR THRILLZ \$89.00
SADY EVER AFTER RUFFLE SHORTS SUGAR THRILLZ \$59.00
SWEET SUCCESSION CROPPED JACKET SUGAR THRILLZ \$89.00
LATE TO THE BALL TULLE MAXI SKIRT SUGAR THRILLZ \$89.00

<https://www.dotiskill.com/products/teecece-treatment-long-sleeve-tee>

