

# Creative Brief

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## Project Title: Chanel Website

### 1. Project Overview

The goal of my website is to provide insight to Chanel as a brand, but also point out and emphasize that Chanel isn't just a famous luxury fashion brand, but that it has a historical significance other than for its fashion influence. I still would like my website to exemplify and present how Chanel managed to stay at the top elite tier of luxury fashion till this day and what it is today.

### 2. Resources

I will mostly be using Wikipedia for the informational content (<https://en.wikipedia.org/wiki/Chanel>), as well as Chanel's official website ([https://www.chanel.com/us/?gad\\_source=1&gclid=Cj0KCQjwhfipBhCqARIsAH9msbmgl7JTwlqYX\\_yxLOS\\_PaaZd4-UtE8G4CNmVOWjMU48NA0SwulckGgaAh6dEALw\\_wcB&gclidsrc=aw.ds](https://www.chanel.com/us/?gad_source=1&gclid=Cj0KCQjwhfipBhCqARIsAH9msbmgl7JTwlqYX_yxLOS_PaaZd4-UtE8G4CNmVOWjMU48NA0SwulckGgaAh6dEALw_wcB&gclidsrc=aw.ds)) for product insight, images, and get the feel of the brand and their branding identity. I will also find more photographs through Google images.

### 3. Audience

For all genders and ages who have an interest in fashion, luxury fashion, and latest trends. I assume more women will be interested in Chanel because it is often assumed that it only provides products and clothes that are targeted towards women. Because this is a luxury brand, I believe the audience will be people who are 20 years and older.

Competitors in the same industry could be a possible audience to gain more insight regarding the brand.

People who would like to learn more about the historical aspect of luxury fashion and its influence could be a possible audience. The site could also help fashion students or anybody who wants to learn and research about luxury fashion brands.

\*This is an informational site, and won't be used as a commercial purpose. The website's main use is to be assessed by the instructors of the Interaction Foundations Course.\*

### 4. Message

Chanel is not only famous and significant for its iconic luxury fashion lines and products, but a fashion brand that influenced women's fashion in society and introduced concepts that broke the old status quo.

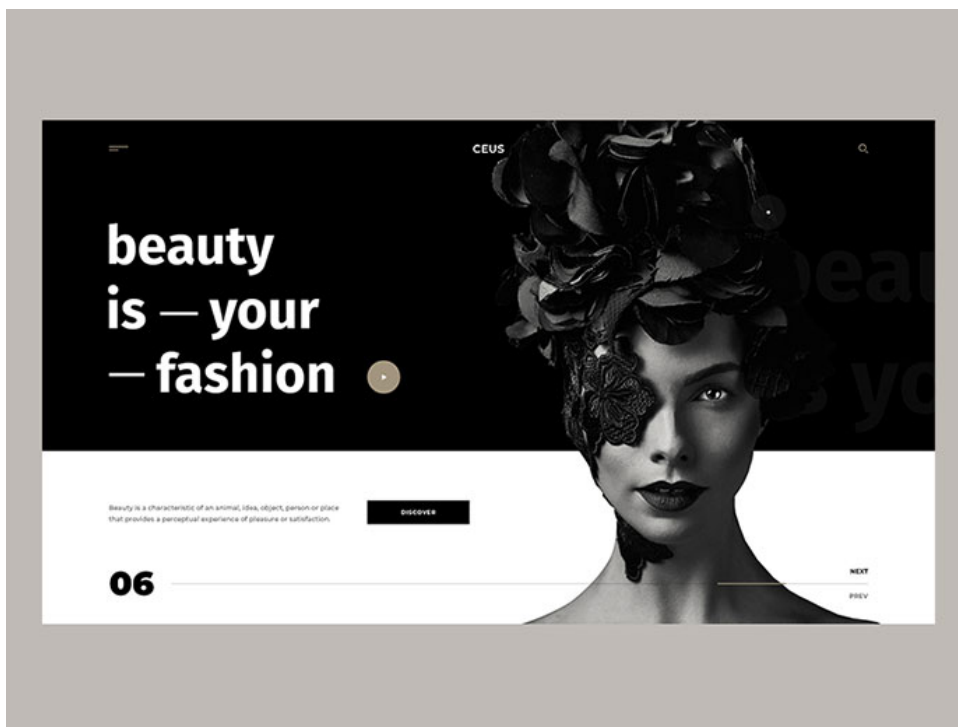
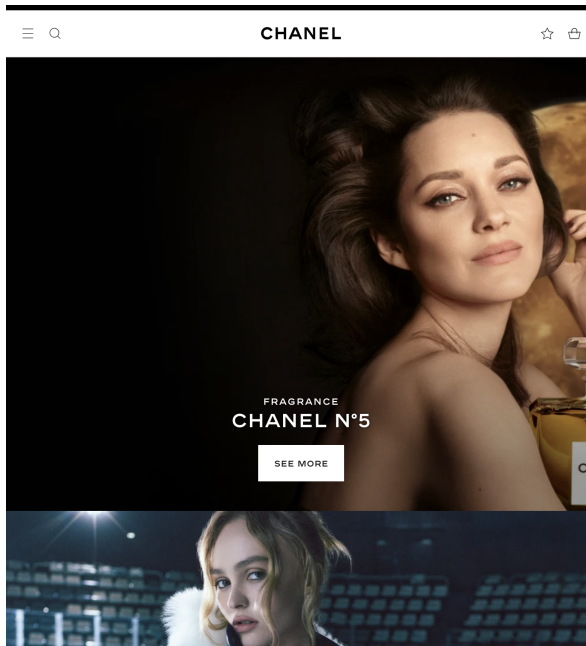
## **5. Tone**

I think the tone here should be elegant and subtle, but also show the empowerment of women to really emphasize its historical significance and what Coco Chanel achieved. Recently, “quiet luxury” is a concept that has been trending and I think it would be fitting as the tone for this website. The website should still stay consistent with the tone of the branding identity of Chanel itself.

## **6. Visual Style**

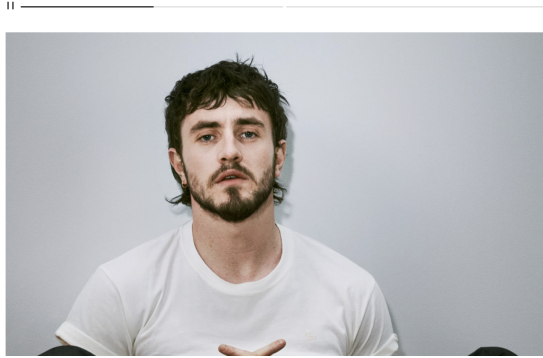
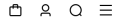
My instinct is to follow the iconic black and white theme of Chanel and to use bold sans serif typeface like their logo. Chanel uses all caps for all of their products that require type and product names. Black is also a significant color for Chanel because of its iconic and symbolic “little black dress.” The products and the fashion of Chanel should be what’s bringing the visual effects of the website and be the main colors and images: they will be the main visual aspects of the website.

Here are some examples of my vision for the visual style:



Highlighting important female figures like this

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The Bold Logo, simple layout and color theme, more emphasis on image