

1 Define the brand

2 Develop the website structure

3 Design the website

4 Implement the website

PREFACE

Plan, design, and develop interactive web applications and site using

- HTML5
- CSS
- JavaScript



BRAND

Drop Culture believes fashion should be exclusive and diverse. That's why we drop exclusive items every season, for latest trends and styles from around the world. Each piece is hand sewn from sourced fashion designers. Our fabrics and materials are ethically sourced from recycled garments to produce the highest standards of quality, ensuring that they are both beautiful and sustainable.

THIS IS A SHOPPING WEBSITE SO I WANTED TO KEEP THE WEBSITE UI AND BRANDING MODERN, CHIC, AND FOCUS ON THE PRODUCTS TO BE SOLD ON THE SITE.

Colors

The brand's main color is #48515F, a steel blue color.

This particular shade of blue was selected for its inherent qualities that align with the brand's vision and values. Steel blue is a versatile color that exudes sophistication, elegance, and confidence, making it an ideal choice to represent exclusive fashion. Moreover, the color has a universal appeal and transcends cultural boundaries, making it suitable for a brand that embraces diverse cultures. By using a single color across all product photos, the brand aims to create a cohesive and visually appealing experience that emphasizes the unique and exciting aspects of its fashion offerings while maintaining a sense of unity and consistency.

Font

Antonio

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

This font was used for body and subheading text on the website.

Color Palette:

#48515F ●
#000000 ○
#FFFFFF ●



AUDIENCE

Drop Culture's audience comprises individuals who are passionate about staying updated with the latest fashion and trends. They actively seek out a company that prioritizes sustainability and curates a timeless luxe wardrobe. This audience is particularly drawn to fashion that is both exclusive and unique, reflecting their desire for individuality and personal style expression. In terms of demographics, Drop Culture primarily targets shoppers in the age range of 24-40 years, as this demographic is generally more receptive to high fashion trends and represents a significant market segment in the luxury fashion industry.

MOTIVATIONS

Fast fashion brands produce cheap clothing quickly, causing detrimental effects on the environment and society. Their production methods consume resources, pollute waterways, and emit greenhouse gases. Workers involved in fast fashion face low wages and poor working conditions.

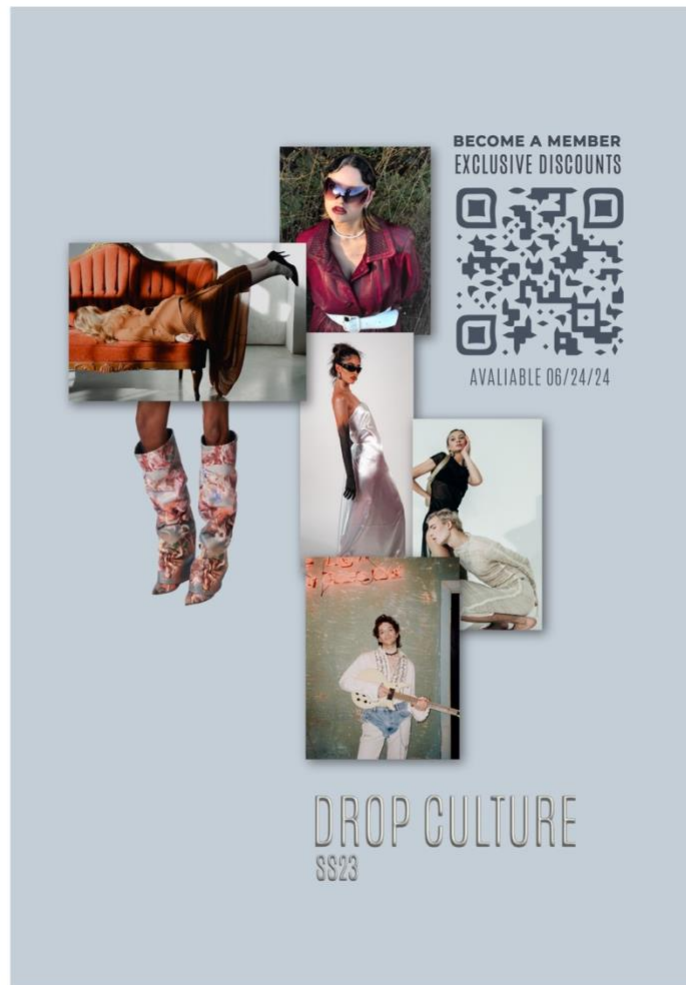
I wanted to create a company that focuses on sustainability but curates exclusive designs that can be worn for years. Fast fashion harms the environment and steals designs. Drop Culture would source the fabric and materials ethically and then create fashion forward items.

To make each collection drop feel exclusive the company would have seasonal drops and limited quantities. This allows a business model that can grow and diverse varieties of what can sell.



FABRIC & PATTERNS FOR THE NEXT DROP





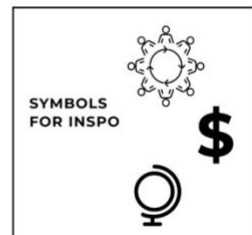
DROP CULTURE

— SUSTAINABLE
— LUXURY
— DIVERSE

Must include D & C

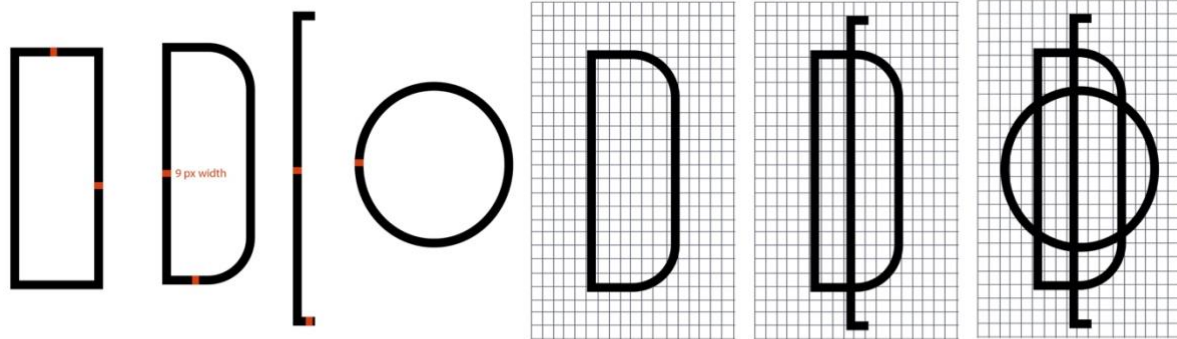
Minimal & Chic

Can be a pattern



LOGO THOUGHT PROCESS

The logo is It is made of a D, C, and circle. I took inspiration from existing luxury fashion companies.



DROP CULTURE



DROP CULTURE



DROP CULTURE

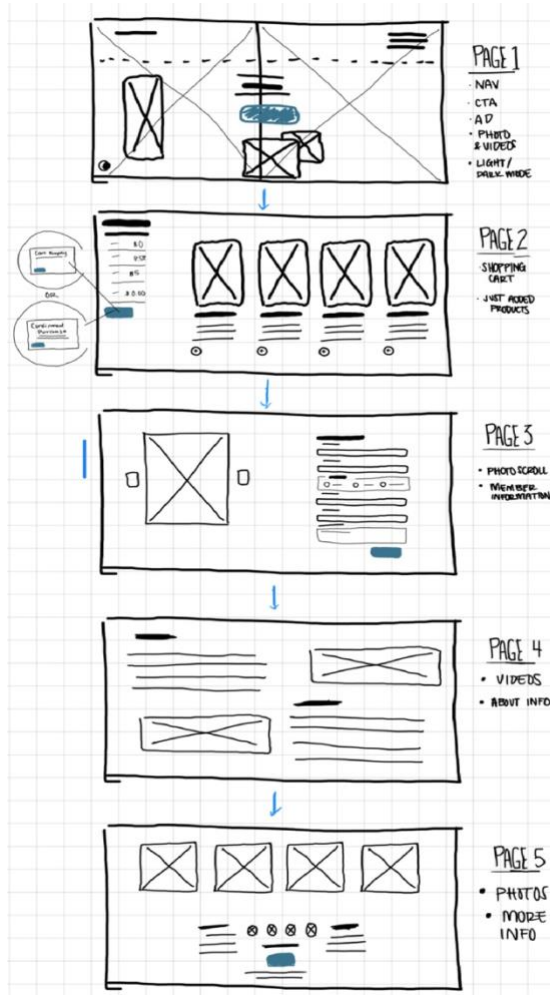
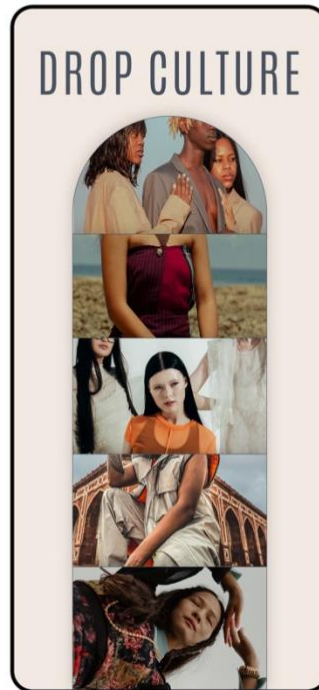
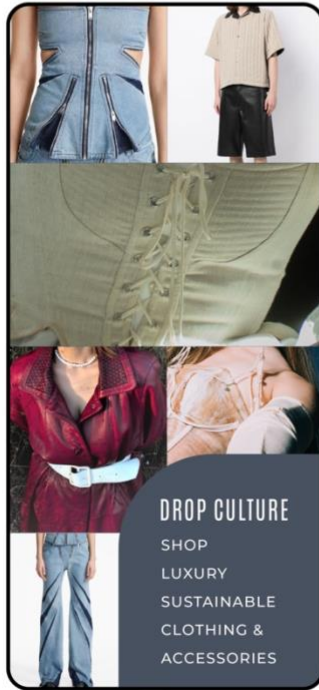
This is how I would display the logo on app icon.



58X58 px



120X120 px



WEBSITE DEVELOPMENT

SKETCHING AND PLANNING

When designing the website layout the most crucial part was producing a seamless user interface experience. Ensuring the website is responsive and accessible.

Then researched existing shopping websites and a majority of what I found was simple UI and exciting photos of the products. I mimic this format. It was difficult to find photos that matched what I wanted to represent. I sourced free stock photos from Unsplash, Pexels, and Pixabay. Take into account that the website would be format with dark and light screen modes. Due to the limit of free content available I had to format accordingly.

Trends that are current in fashion today are patchwork, layering, perfectly imperfect, modern boho, ect. I showcase these trends with the photo choice and placement.

PROGRAMING

Next was developing the application, I started with the HTML and CSS then the Javascript. When

implementing the code the key factors I had to implement was semantic valid code, fixed layout width of 1280px, site display of light and dark mode, contact form, and the shopping cart cost calculator.