

Creative Brief

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10/26/24

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

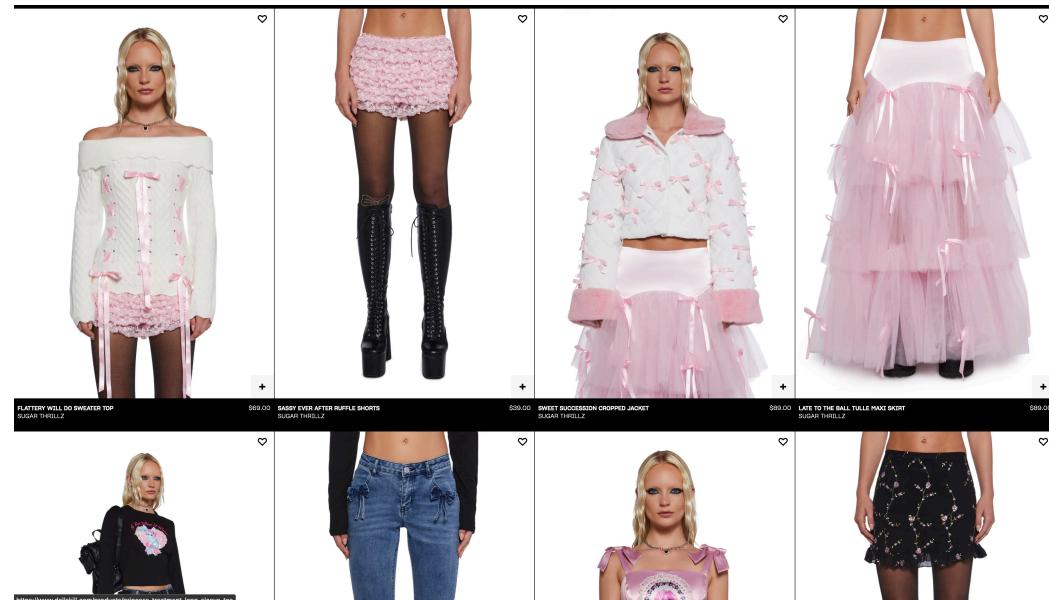
Seraphim Puffer Vest
\$150.00 USD

YOUTUBE

10/27/2024 1:20 AM EDT

Cart

All products



FLATTERY WILL DO SWEATER TOP
SUGAR THRILLZ

SADY EVER AFTER RUFFLE SHORTS
SUGAR THRILLZ

SWEET SUCCESSION CROPPED JACKET
SUGAR THRILLZ

LATE TO THE BALL TULLE MAXI SKIRT
SUGAR THRILLZ

\$89.00

<https://www.dotskill.com/products/princess-treatment-long-sleeve-tee>



OWN YOUR QUIRKS

This real magick happens when we combine our quirks with confidence, showing our public side in our truest forms. These quirks are what make us who we are, and they're the most important style of all. So, why not embrace them? After all, it's the quirks that make us stand out from the crowd.



If every one of us is a masterpiece of quirk, a combination of qualities that make us unique from the rest. Then, we're all different, and that's what's so bright, the way we talk, or the way we dress or act. Rather than hiding these quirks, we should embrace them, as they should continue to be the source of our confidence. And that's why we're here to help you find your quirks and make them look good.



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