1. Top Banner with Logo
2. Text with small keyline
3. Introducing the debut season of Rookie by The Academy Brand. Rookie delivers everything you know and love from The Academy Brand, just smaller! Dressing boys from age 2-7, the summer 16/17 collection has your little Rookie looking sharp this season!
4. Rookie Stripe
5. VIEW LOOKBOOK: Blog will feature product images plus a blurb and a shop now button.
6. Rookie Stripe
7. The Rookie Diaries:
8. INSTAGRAM: @rookiebyacademy. Pull in social media feed.
9. Rookie Stripe
10. STORE LOCATIONS + SHOP ONLINE @: One image and locations on left.
11. Footer with sign up and social media links and contact us.