

The Elevated Gentlemen — Website Content & Setup Questionnaire

We'll be customizing the **Fyrre Webflow template** for *The Elevated Gentlemen*. To move forward smoothly, here are the content and structural details I'll need from you. Please fill in your answers directly below each question. Example answers are included for guidance.

1) Logo & Images

Q1. Do you have a final logo file (PNG/SVG) you'd like us to use in the header and footer?

→ *Right now I don't, I was hoping for a little bit of help on the logo*

Q2. Please share 10–20 high-quality images we can use across the homepage and Outfit Ideas section (streetwear, business casual, evening looks, etc.).

→ *I'll upload a drive folder.*

2) Homepage Copy

Q3. Hero tagline (one line to introduce The Elevated Gentlemen):

→ *"Your Blueprint to Timeless Style."*

Q4. Hero subheading (1–2 short sentences about your brand):

→ *"Timeless, modern, and effortless — curated looks, clear guidance, and finds that elevate every fit."*

Q5. Newsletter pop-up text — please pick one or write your own:

- ☐ *Subscribe for \$2/month*

- ☐ Join the newsletter

- ☐ Other: _____

Q6. Weekly Selects — please provide 6 sample items (name + brand + link):

1) Our Legacy - Digital Print Denim

(<https://www.ourlegacy.com/third-cut-digital-denim-print>)

2) Pool House New York - Silverlake crop tee

(https://poolhousenewyork.com/products/the-silverlake-crop-tee-ii-1?srsId=AfmBOor3iWTUPAY86LmRx571bN5jfdeafIqY_BISkMV_VaRNgu2NRzp)

3) Banana Republic - Suede Trucker Jacket

(<https://bananarepublic.gap.com/browse/product.do?pid=502836002&vid=1&tid=brpl005>)

[703&kwid=1&ap=7&ds_agid=19850536032-&gclsrc=aw.ds&gad_source=1&gad_campaignid=19859052601&gbraid=0AAAAAD AT8swRA0s17AKHv3oLxiYU5K90&gclid=CjwKCAjwq9rFBhAIEiwAGVAZP8_gtgpD1Qd_BPZAOM4EwI4XYKIWwf3BpziCKChvfb5qJv8tnkeUkxoCftQQAvD_BwE#pdp-page-content\)](https://www.mrporter.com/en-us/mens/product/acne-studios/clothing/straight-jeans/2021m-straight-leg-jeans/46376663162902746?utm_source=google&utm_medium=cpc&utm_campaign=GOO%3AMRP%3AAM%3AUS%3AEX%3AENG%3ASEAU%3APLA%3ASLR%3AMXO%3ANEW%3AMN%3AACNE-STUDIOS%3ALV0%3ALV1%3ALV2%3AXX%3A23%3AEMPTY%3A&utm_id=20131555831&utm_term=3074457345625673154&vtp00=GOOGLE&vtp01=SEAU&vtp02=152635248401&vtp03=aud-1653521180298:pla-380193064017&vtp04=g&vtp05=c&vtp06=658409739102&vtp07=pla&gad_source=1&gad_campaignid=20131555831&gbraid=0AAAAADRhCNYen1uZjfQ8641frkohOesUS&gclid=CjwKCAjwq9rFBhAIEiwAGVAZP6UQUw-o2Vb8SfVA1WB_B-Y-vr7T1sz1_4sGdAFaM8Twgr5jUz7xqBoCMD0QAvD_BwE#pdp-page-content)

4) Acne Studios - 2021m Denim

[https://www.mrporter.com/en-us/mens/product/acne-studios/clothing/straight-jeans/2021m-straight-leg-jeans/46376663162902746?utm_source=google&utm_medium=cpc&utm_campaign=GOO%3AMRP%3AAM%3AUS%3AEX%3AENG%3ASEAU%3APLA%3ASLR%3AMXO%3ANEW%3AMN%3AACNE-STUDIOS%3ALV0%3ALV1%3ALV2%3AXX%3A23%3AEMPTY%3A&utm_id=20131555831&utm_term=3074457345625673154&vtp00=GOOGLE&vtp01=SEAU&vtp02=152635248401&vtp03=aud-1653521180298:pla-380193064017&vtp04=g&vtp05=c&vtp06=658409739102&vtp07=pla&gad_source=1&gad_campaignid=20131555831&gbraid=0AAAAADRhCNYen1uZjfQ8641frkohOesUS&gclid=CjwKCAjwq9rFBhAIEiwAGVAZP6UQUw-o2Vb8SfVA1WB_B-Y-vr7T1sz1_4sGdAFaM8Twgr5jUz7xqBoCMD0QAvD_BwE\)](https://www.mrporter.com/en-us/mens/product/acne-studios/clothing/straight-jeans/2021m-straight-leg-jeans/46376663162902746?utm_source=google&utm_medium=cpc&utm_campaign=GOO%3AMRP%3AAM%3AUS%3AEX%3AENG%3ASEAU%3APLA%3ASLR%3AMXO%3ANEW%3AMN%3AACNE-STUDIOS%3ALV0%3ALV1%3ALV2%3AXX%3A23%3AEMPTY%3A&utm_id=20131555831&utm_term=3074457345625673154&vtp00=GOOGLE&vtp01=SEAU&vtp02=152635248401&vtp03=aud-1653521180298:pla-380193064017&vtp04=g&vtp05=c&vtp06=658409739102&vtp07=pla&gad_source=1&gad_campaignid=20131555831&gbraid=0AAAAADRhCNYen1uZjfQ8641frkohOesUS&gclid=CjwKCAjwq9rFBhAIEiwAGVAZP6UQUw-o2Vb8SfVA1WB_B-Y-vr7T1sz1_4sGdAFaM8Twgr5jUz7xqBoCMD0QAvD_BwE)

5) Cos - Slim Merino Wool Sweater

<https://www.cos.com/en-us/men/menswear/knitwear/merino/product/slim-merino-wool-crew-neck-jumper-cobalt-blue-1260173008>

6) California Arts - Manhattan Oversized Overcoat

https://california-arts.com/collections/coats-jackets/products/manhattanovercoat_deep-moss

3) Outfit Ideas

Q7. Which categories should we launch with? (Pick 3–5)

- ☐ Streetwear
- ☐ Casual
- ☐ Dinner/Evening
- ☐ Business Casual
- ☐ Weddings
- ☐ Interviews
- ☐ Vacation
- ☐ Date Night

Q8. For each chosen category, please provide 1–2 example outfits (photo + item breakdown + shopping links).

Streetwear



1. Siegelman Stabel Hat
<https://siegelmanstable.com/collections/headwear/products/siegelman-stable-hat-21>
2. California Arts Trench Coat
https://california-arts.com/collections/coats-jackets/products/juliantrench_khaki-green
3. Abercrombie Essentials Hoodie
https://www.abercrombie.com/shop/us/p/oversized-essential-colorblock-popover-hoodie-46732320?seq=40&source=googleshopping&cmp=PLA%3AEVG%3A20%3AA%3AD%3AUS%3AX%3AGGL%3AX%3ASHOP%3AX%3AX%3AX%3AX%3AX%3AANF_Google_Shopping_DC_PLA_US_Tops_X_All+products_PRODUC T_GROUP&gclsrc=aw.ds&gad_source=1&gad_campaignid=17296424375&gbraid=0AAAAADeAqWPgbxzs7wdRRXTG_LHBSB0bA&gclid=CjwKCAjwq9rFBhAIEiwAGVAZPzlxT2ga0_zNx7fwJd3z8r5O8exXfKQr8fweZR7y6cEfrFoRNF-KxBoCwZwQAvD_BwE
4. Abercrombie Essentials Sweatpants
<https://www.abercrombie.com/shop/us/p/essential-baggy-open-hem-sweatpant-60987819?categoryId=6570710&faceout=model&seq=19&afsource=social+proofing>
5. ASICS White Gel-Nimbas
https://www.asics.com/us/en-us/gel-nimbus-10.1/p/ANA_1203A761-100.html

Casual



1. Ralph Lauren Denim Jacket
https://www.ralphlauren.com/men-clothing-jackets-coats-vests/faded-denim-trucker-jacket/0039539267.html?utm_source=CSE&utm_medium=GooglePLA_20514337327 &utm_source=PMax&utm_medium=GooglePLA_20514337327 &gclid=aw.ds&gad_source=1&gad_campaignid=20509648475&gbraid=0AAAAADvCVOBgjAXP_HB9-Rn_XqHifkENu
2. Abercrombie Essentials Hoodie
https://www.abercrombie.com/shop/us/p/oversized-essential-colorblock-popover-hoodie-46732320?seq=40&source=googleshopping&cmp=PLA%3AEVG%3A20%3AA%3AD%3AUS%3AX%3AGGL%3AX%3ASHOP%3AX%3AX%3AX%3AX%3AA%3AANF_Google_Shopping_DC_PLA_US_Tops_X_All+products_PRODUC T_GROUP&gclid=aw.ds&gad_source=1&gad_campaignid=17296424375&gbraid=0AAAAADeAqWPgbxzs7wdRRXTG_LHBSB0bA&gclid=CjwKCAjwq9rFBhAIEiwAGVAZPzlxT2ga0_zNx7fwJd3z8r5O8exXfKQr8fweZR7y6cEfrFoRNF-KxBoCwZwQAvD_BwE
3. Cos Black Wide Leg Pant
<https://www.cos.com/en-us/men/menswear/trousers/wide-fit/product/cotton-wide-leg-chinos-black-1285684001>
4. David Yurman Box Chain Bracelet
https://www.davidyurman.com/mens/bracelets/box-chain-bracelet-in-sterling-silver-2.7mm-BC0104MSS.html?dwvar_BC0104MSS_color=ZZ&dwvar_BC0104MSS_size=M&dwvar_BC0104MSS_metal=SS&gclid=aw.ds&utm_source=google&utm_medium=search-paid-pla-max-brand&utm_campaign=05744414-performance-2h&utm_id=05744414_us&utm_source_platform=sa360&utm_content=0574442_pmax&utm_term=&gad_source=1&gad_campaignid=21558882911&gbraid=0AAAAADrKVLtBdwMxEIzIWahhsSM0hidh4&gclid=CjwKCAjwq9rFBhAIEiwAGVAZPwAvWXLQxS7LlvBxrURJXOhtd4iyq03u5hSMpSh75t_G6LBqjMdg7RoCy5cQAvD_BwE
5. ASICS White Gel-Nimbus
https://www.asics.com/us/en-us/gel-nimbus-10.1/p/ANA_1203A761-100.html

Dinner/Evening



1. Banana Republic Suede Trucker Jacket
[https://bananarepublic.gap.com/browse/product.do?pid=502836002&vid=1&tid=b
rpl005703&kwid=1&ap=7&ds_agid=19850536032-&gclsrc=aw.ds&gad_source=1
&gad_campaignid=19859052601&gbraid=0AAAAAD_AT8swRA0s17AKHv3oLxi
YU5K90&gclid=CjwKCAjwq9rFBhAIEiwAGVAZP8_gtgpD1Qd_BPZAOM4Ewl4X
YKIWwf3BpziCKChvfb5qJv8tnkeUkxoCftQQAxD_BwE](https://bananarepublic.gap.com/browse/product.do?pid=502836002&vid=1&tid=b
rpl005703&kwid=1&ap=7&ds_agid=19850536032-&gclsrc=aw.ds&gad_source=1
&gad_campaignid=19859052601&gbraid=0AAAAAD_AT8swRA0s17AKHv3oLxi
YU5K90&gclid=CjwKCAjwq9rFBhAIEiwAGVAZP8_gtgpD1Qd_BPZAOM4Ewl4X
YKIWwf3BpziCKChvfb5qJv8tnkeUkxoCftQQAxD_BwE)
2. Pool House New York Silverlake Crop Tee
[https://poolhousenewyork.com/products/the-silverlake-crop-tee-ii-2?srsltid=AfmB
OoojWmzaW9s9QSMli2Qal1HRteQ2WgzUtaKbpnfJP-kcaoXxmlek](https://poolhousenewyork.com/products/the-silverlake-crop-tee-ii-2?srsltid=AfmB
OoojWmzaW9s9QSMli2Qal1HRteQ2WgzUtaKbpnfJP-kcaoXxmlek)
3. Frame Relaxed Fit Jean
<https://frame-store.com/products/relaxed-jean-brentwood>
4. Todd Snyder Leather Belt
[https://www.toddsnyder.com/products/fw25-todd-snyder-croc-tipped-beltblack?ut
m_source=googlePLA&utm_medium=brand_shopping&utm_campaign=Google
Shopping_TS_Brand&gad_source=1&gad_campaignid=11288068741&gbraid=0
AAAAADwfaN03YhoWS-ld4IDLmFr5TDzpl&gclid=CjwKCAjwq9rFBhAIEiwAGVA
ZP5XE7uPT6NRWUr4XWTY_XvuCh4ZFiAwQ2Wd1VFGV1vHCn4Cdxldd7xoC3
GYQAvD_BwE](https://www.toddsnyder.com/products/fw25-todd-snyder-croc-tipped-beltblack?ut
m_source=googlePLA&utm_medium=brand_shopping&utm_campaign=Google
Shopping_TS_Brand&gad_source=1&gad_campaignid=11288068741&gbraid=0
AAAAADwfaN03YhoWS-ld4IDLmFr5TDzpl&gclid=CjwKCAjwq9rFBhAIEiwAGVA
ZP5XE7uPT6NRWUr4XWTY_XvuCh4ZFiAwQ2Wd1VFGV1vHCn4Cdxldd7xoC3
GYQAvD_BwE)
5. David Yurman Box Chain Bracelet
[https://www.davidyurman.com/mens/bracelets/box-chain-bracelet-in-sterling-silve
r-2.7mm-BC0104MSS.html?dwvar_BC0104MSS_color=ZZ&dwvar_BC0104MSS
_size=M&dwvar_BC0104MSS_metal=SS&gclsrc=aw.ds&&utm_source=google&
utm_medium=search-paid-pla-max-brand&utm_campaign=05744414-performan
ce-2h&utm_id=05744414_us&utm_source_platform=sa360&utm_content=05744
442_pmax&utm_term=&gad_source=1&gad_campaignid=21558882911&gbraid=
0AAAAADrKVLtBdwMxEIzIWahhsSM0hidh4&gclid=CjwKCAjwq9rFBhAIEiwAGV
AZPwAvWXLQxS7LlvBxrURJXOhtd4iyq03u5hSMpSh75t_G6LBqjMdg7RoCy5c
QAvD_BwE](https://www.davidyurman.com/mens/bracelets/box-chain-bracelet-in-sterling-silve
r-2.7mm-BC0104MSS.html?dwvar_BC0104MSS_color=ZZ&dwvar_BC0104MSS
_size=M&dwvar_BC0104MSS_metal=SS&gclsrc=aw.ds&&utm_source=google&
utm_medium=search-paid-pla-max-brand&utm_campaign=05744414-performan
ce-2h&utm_id=05744414_us&utm_source_platform=sa360&utm_content=05744
442_pmax&utm_term=&gad_source=1&gad_campaignid=21558882911&gbraid=
0AAAAADrKVLtBdwMxEIzIWahhsSM0hidh4&gclid=CjwKCAjwq9rFBhAIEiwAGV
AZPwAvWXLQxS7LlvBxrURJXOhtd4iyq03u5hSMpSh75t_G6LBqjMdg7RoCy5c
QAvD_BwE)
6. Kendra Scott Bead Bracelet
[https://www.kendrascott.com/demi-fine-jewelry/bracelets/otto-oxidized-sterling-sil
ver-beaded-bracelet-in-blue-tigers-eye/196088731230.html](https://www.kendrascott.com/demi-fine-jewelry/bracelets/otto-oxidized-sterling-sil
ver-beaded-bracelet-in-blue-tigers-eye/196088731230.html)
7. Suit Supply White Leather Sneaker
<https://suitsupply.com/en-us/men/shoes/white-sneaker/FW14052.html>

Business Casual



1. Suit Supply Black Bomber Jacket
<https://suitsupply.com/en-us/men/coats/black-bomber-jacket/J977.html>
2. Suit Supply Knit Polo
<https://suitsupply.com/en-us/men/knitwear/sand-polo/SW1967.html>
3. Suit Supply Wide Leg Pant
<https://suitsupply.com/en-us/men/trousers/green-wide-leg-straight-pants/B25207.html>
4. David Yurman Box Chain Bracelet
https://www.davidyurman.com/mens/bracelets/box-chain-bracelet-in-sterling-silver-2.7mm-BC0104MSS.html?dwvar_BC0104MSS_color=ZZ&dwvar_BC0104MSS_size=M&dwvar_BC0104MSS_metal=SS&gclid=CjwKCAjwq9rFBhAIEiwAGV_AZPwAvWXLQxS7LlvBxrURJXOhtd4iyq03u5hSMpSh75t_G6LBqjMdg7RoCy5cQAvD_BwE
5. Suit Supply White Leather Sneaker
<https://suitsupply.com/en-us/men/shoes/white-sneaker/FW14052.html>

Vacation



1. Orlebar Brown Maitan Linen Shirt

<https://orlebarbrown.com/en-us/products/maitan-linen-white-shirts-281147>

2. Orlebar Brown Bulldog Short
<https://orlebarbrown.com/en-us/products/maitan-linen-white-shirts-281147>
 3. Scarosso Ettore Suede Woven Sandal
<https://www.scarosso.com/en-us/men/shoes/sandals/ettore-brown-suede-woven-ETTORESANDBRWSUED.html?srsId=AfmBOorOmgv1nrzuuvOfeV8IN3f1vyrwkNyy8caFH7HUND6GL764y3wL>
 4. Warby Parker Claude Sunglasses
<https://www.warbyparker.com/sunglasses/claude/umber-crystal-with-riesling?w=wide>
 5. Kendra Scott Bead Bracelet
<https://www.kendrascott.com/demi-fine-jewelry/bracelets/otto-oxidized-sterling-silver-beaded-bracelet-in-blue-tigers-eye/196088731230.html>
-

4) 1-on-1 Styling Page

Q9. Package names & descriptions (3 tiers): Pricing is not final but what I was thinking

- The Foundation Package- \$250

- Seasonal lookbook (5 curated outfits for work, social, events, casual)
- Personal shopping: links + recommended brands/stores
- 1 month of direct message support (ongoing feedback on outfits)

- The Signature Refresh - \$500

- 30min style consultation
- Seasonal lookbook (10 curated outfits for work, social, events, casual)
- Personal shopping: links + recommended brands/stores
- 1 month of direct message support (ongoing feedback on outfits)

- The Gentlemen's Upgrade - \$750

- 1 hour style consultation (create a plan, outlook, and a view of your current closet)
- Full seasonal lookbook (20 curated outfits for work, social, events, casual)
- Personal shopping: links + recommended brands/stores
- 1 month of direct message support (ongoing feedback on outfits)
- 1 hour outfit try on consultation for outfit building, styling, and guided online shopping

Q10. Intake form — what questions should we ask clients?

Name, Email, Style Preferences, Sizes (top/bottom/shoe), Height/Weight, Budget per outfit, Favorite Brands, Inspiration links or social media individual style you like.

Q11. Flow — when should clients fill out the intake form?

- ☐ Before paying
 - ☐ After paying
 - ☐ Not sure yet (let's discuss)
-

5) Newsletter & Integrations

Q12. Which email/newsletter platform do you want to use?

- ☐ Mailchimp
- ☐ Beehiiv
- ☐ ConvertKit
- ☐ Other: _____

Q13. Please provide your account details (API key or list ID) once you've chosen a platform. I need help with this one

6) Footer & Essentials

Q14. Social links (Instagram, TikTok, YouTube, Pinterest, others?):

- Instagram: [theelevatedgentlemen](#)
- TikTok: _____
- YouTube: _____
- Other: _____

Q15. Do you already have Privacy Policy & Terms of Use text?

- ☐ Yes, I'll provide it
- ☐ No, please use a placeholder for now