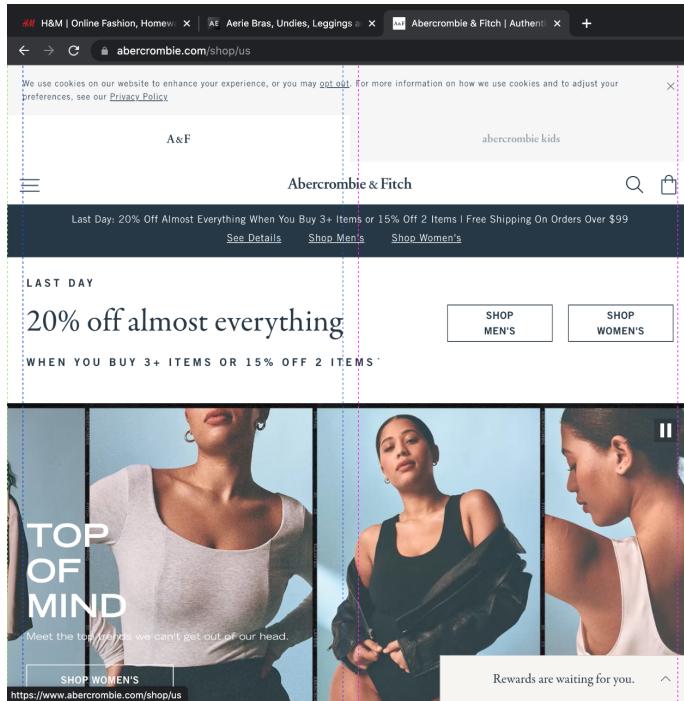


## Competitors:



The screenshot shows the Abercrombie & Fitch homepage. At the top, there's a navigation bar with links for 'A&F', 'abercrombie kids', 'Abercrombie & Fitch', a search icon, and a shopping bag icon. Below the navigation is a banner with the text 'Last Day: 20% Off Almost Everything When You Buy 3+ Items or 15% Off 2 Items | Free Shipping On Orders Over \$99'. There are two buttons: 'SHOP MEN'S' and 'SHOP WOMEN'S'. The main content area features three images of women in different styles of tops, with the text 'TOP OF MIND' overlaid on the first image. Below the images, it says 'Meet the top trends we can't get out of our head.' and 'SHOP WOMEN'S'. A footer at the bottom includes a link to 'https://www.abercrombie.com/shop/us'. To the right of the screenshot is the browser's developer tools, specifically the 'Elements' tab, showing the HTML code for the page.

## Abercrombie & Fitch

### Color Palette:

#f6f6f6

#374e62

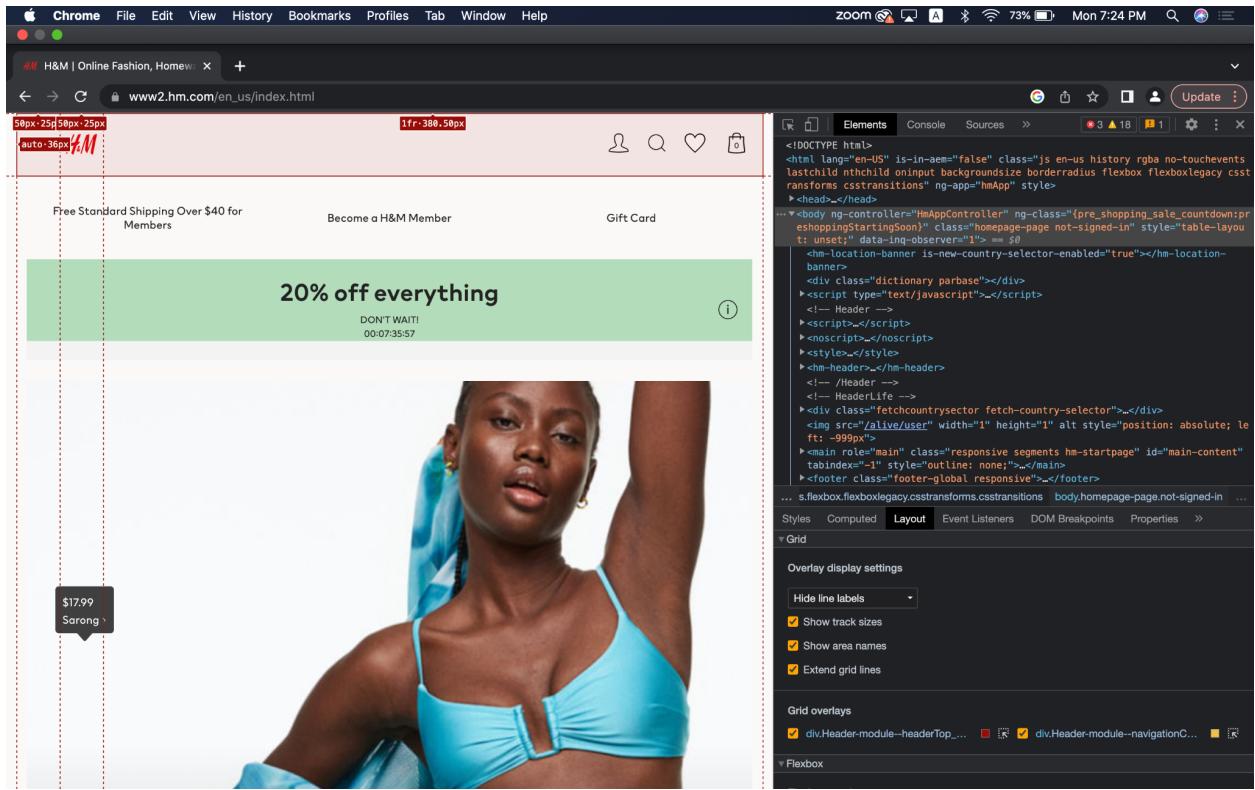
### Typefaces:

DS Trade Gothic, Trade Gothic, sans-serif

font-size: 1.3rem

font-stretch: 100%

font-weight: 400



## H&M

Color Palette:

rgb(250, 249, 248)

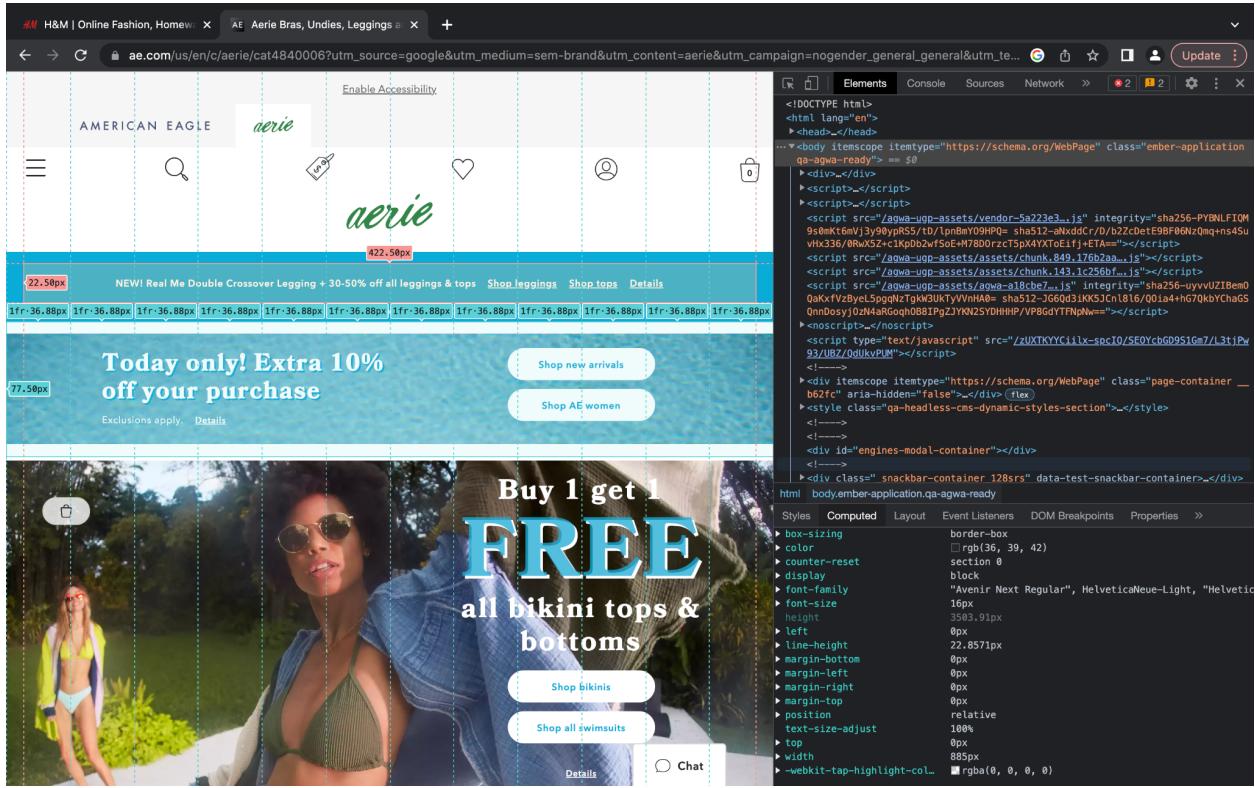
rgb(34, 34, 34)

Typefaces:

HM Sans Regular, ヒラギノ角ゴ Pro W3, Hiragino Kaku Gothic Pro, Osaka, メイリオ, Meiryo, M S Pゴシック, MS PGothic, sans-serif

font-size: 0.8125rem

font-weight: 400



## Aerie

Color Palette:

#24272a

fff

Typefaces:

Avenir Next Regular, Helvetica Neue-Light, Helvetica Neue Light, Helvetica Neue, Helvetica, Arial, Lucida Grande, sans-serif

## Project Design

My website will be based on clothing, specifically streetwear. The website will consist of a few vibrant colors to keep a modern look while also looking pleasing to the eye.

Intended Audience:

Female Woman, Ages 16-27

**Primary Purpose:**

To make the website look fun to catch the eye of young audiences. Make websites have easy access to all types of clothing.

**Site goals:**

Make the website minimalistic, so that viewers can go straight to looking for items that they want.