

Project#2

Online Publication

Topic...

Fruits (stylized as "FRUiTS") is a Japanese fashion magazine covering the fashions of the Harajuku district of Tokyo, established in 1997 by photographer Shoichi Aoki.

fashion
street-style
youth,
fun,
original,
authentic
photography

KEY
WORDS



Strategy

Product's Objective

1. Inform people **history of the FRUiTS magazine** and possible **causes for its decline and the final closure.**
2. Analyze what can the **current fashion** reflect on this situation.

Thus make audience think about the questions: *"can we do something about it?"*
"Is this a bad thing? is it necessary to do something about it?"



Audience's Need

1. Get basic idea of the history of this magazine.
2. Understand (at least partly) why the magazine got shut down.



Scope

Content Requirement

- TEXT: Article from Quartz: Japan's wild, creative Harajuku street style is dead. Long live Uniqlo
- LINK: #Related articles:
 - 1.Dazed: fruits: future-pop fashion
 2. New York Magazine: Emergency Cool-Kid Shortage Threatening the Globe#Online shop for the magazine
#Share:
 1. Facebook
 2. Twitter
- GALLERY: photos of covers and inserts of FRUiTS magazines

Functional Specification

- Read the main article
- Link to the related articles, online shop
- Sharing
- Display of the photo gallery