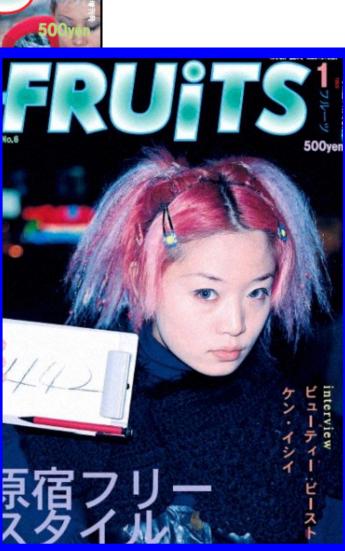
Project#2

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 photogaphy

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 guestions: "can we do something about it?" "Is this a bad thing? is it necessary to do something about it?"



Audience's Need



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