**Creative Brief for Web Lab Final**

*What is this project?*

My final project will be a fashion-inspired website. I want a page that contains all-things style, fashion, and my own closet. It will be a cool place for me to showcase my own style with pictures of my favorite outfits in my closet, as well as highlight where and whom I get style inspiration from. I want this website to also have a blog page where I talk about new hot trends to look out for as well as my own thoughts on shopping at my favorite places. Lastly, I’d love to showcase and suggest readers of this website to use my “up and coming” Clothing Junky app that’s specifically for shopping and clothing organization. The page about my app will explore it’s functions and encourage readers to try it out for themselves.

*Who is it for?*

The target audience for this website is young girls interested fashion. Whether that’s someone who is already obsessed with clothes and knows their style but loves to look at what other people are wearing or saying about fashion or it’s someone who doesn’t know much about clothing and wants to explore trends to try to find their own style and build their closet a bit.

*Why am I doing it?*

I absolutely love fashion but don’t have anywhere to showcase my passion for it. This website will be a cool outlet for me to get into my own style as well as help me keep up with trends to help inform others. I want to create a site that is all-encompassing for those interested in fashion so that users don’t have to go to many different websites to get all of the things my one website would offer. It brings together clothing hauls from YouTube, trend alerts on Snapchat and in big magazines like Vogue, as well as shares personal anecdotes about where to shop and an in-depth personal look into my closet.

*What needs to be done? By whom? By when?*

I need to take pictures of all of my favorite outfits in my own closet for my gallery page. These pictures need to be taken before I can create my closet gallery on my website so those should be done first. I also need to compile a list of my favorite trend-setting style icons. I also need to write up a blog entry about which trends are in right now so I should also read up in Vogue and high-end fashion magazine for styles and trends to be aware of in the spring so that my website is current and ahead of the game when it’s created. Lastly, I need to go back through my Clothing Junky app, and screenshot the places where readers will be able to see the most of the app on my website.

*Where and how will it be used?*

This website will be used by college-aged students so mostly in college towns but all over the country. I hope my website can reach people in cities as well as suburban towns, but maybe not as much the more rural areas. It will be used as casual reference for fashion-forward girls and exploration for girls interested in sprucing up their style. I will keep this website updated every season as the trends come and go, so it may not be referenced/checked by the same user every day but more like once a month or two.

**Websites for inspiration:**

* <https://www.whowhatwear.com>
* <https://www.vogue.com/fashion/trends>
* <https://www.instyle.com/look-of-the-day>
* <https://www.popsugar.com/fashion/>
* <https://the-atlantic-pacific.com>