



**BESPOKE**

**Jasmin “Jnique” Hamilton**

# CONTEXT

**Create the UI design for a vintage store sales app  
by defining an app's brand and visual identity.**

# **USERS & TARGET AUDIENCE**

**The potential audience for the app are people 25 to 34 years of age who want to buy and sell vintage clothing online.**

**The first step is to define the type of vintage clothing that the app will be based around and look at what is currently trending amongst these potential users.**

# **WHAT TYPE OF VINTAGE ?**

**What is currently popular amongst this group of potential users in fashion is streetwear.**

**Streetwear is a subcultural, built on identity and community that creates inclusivity.**

**Streetwear may be the current trend, but it has a history dating back to the 80s & 90's. So it has an established vintage category, which is any clothing created 20 years or more from the present.**

# USER PERSONA

**Personal Identity**

**Community**

**Inclusivity**

**Scarcity**

The potential user gravitates towards brands that they personally identify with. Connections that include aesthetics and characteristics, that identify with the niche of a specific group or community that makes it unique.

Includes interests, hobbies, sports, music, demographics and geographies.

The scarcity of an item, creates demand. Those users that attain an item that everyone doesn't have, but wants develops prestige which is an adjective often associated with luxury.

**70 PERCENT REPORTED HAVING AN ANNUAL INCOME OF \$40,000 OR LESS:  
NOT YOUR TRADITIONAL LUXURY DEMOGRAPHIC. -  
“HYPEBEAST”**



Skateboarder

Queens, NY

Hiphop Culture

African American

Male



College Student

Harlem, NY

Stylist

African American

Female



Freelance Photographer

The Bronx

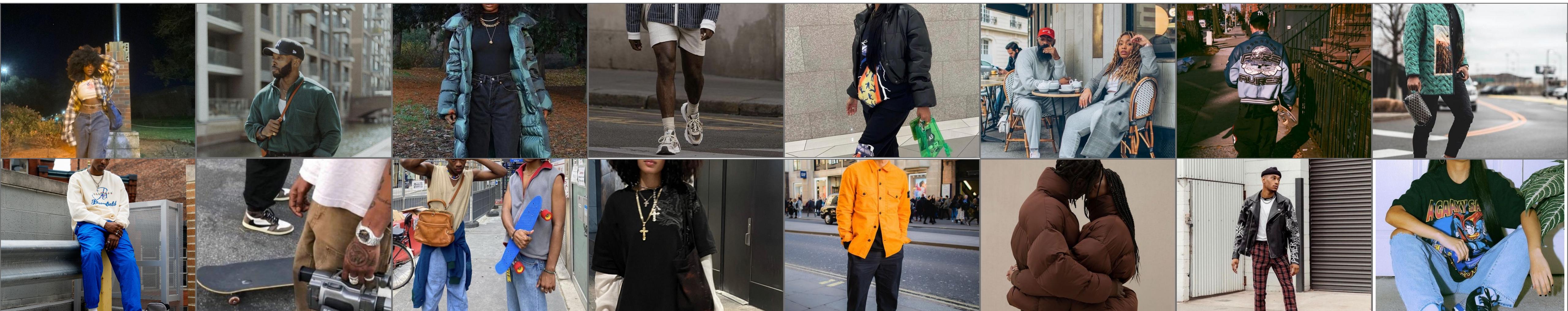
Urban Photographer

White American

Male

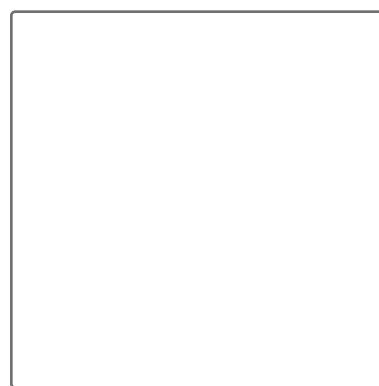
# APP AESTHETIC

Vintage is often associated with luxury, and for vintage items to be appealing throughout different generations it gives an ageless vibe.



# COLOR PALETTE

## RETRO GYM



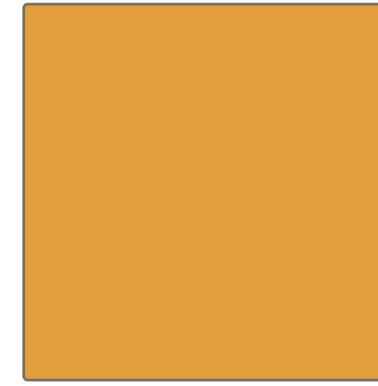
**Dominant**  
HEX: #FFFFFF  
RGB: (255,255,255)  
HSL: (0,100%,100%)



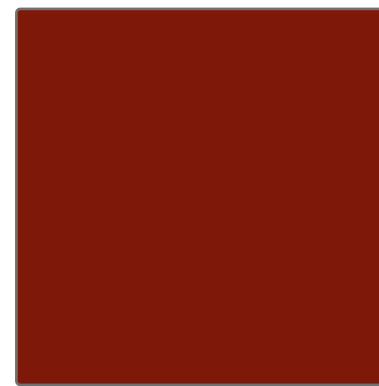
**Accent**  
HEX: #004742  
RGB: (0,71,66)  
HSL: (176,100%,14%)



**Secondary**  
HEX: #FCFCEO  
RGB: (252,252,224)  
HSL: (60,82.4%,93.3%)



**Accent 2**  
HEX: #E29E3A  
RGB: (266,158,58)  
HSL: (36,74%,56%)

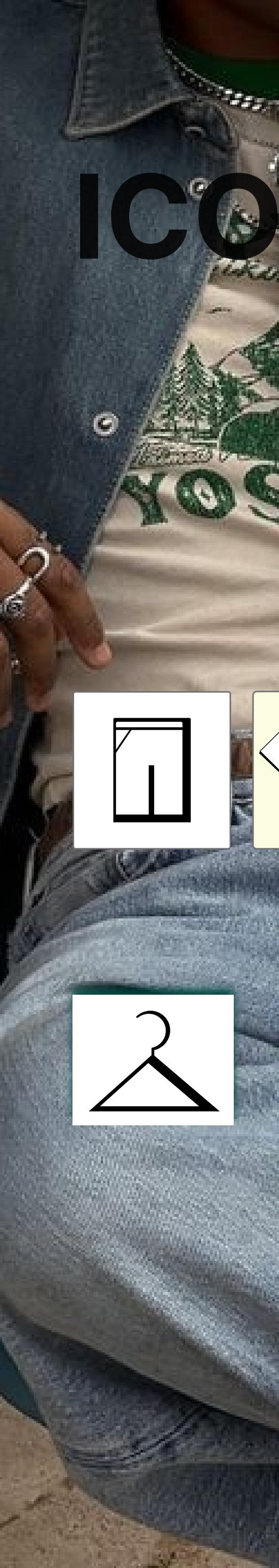


**Accent 3**  
HEX: #7E190A  
RGB: (126,25,10)  
HSL: (8,85%,27%)

**The color palette is meant to give a retro nostalgia, while still giving a modern contemporary feel.**

**The accent colors are very strong, so the dominant and secondary color choices being “light” gives a balance.**

**Having the dominant color be white takes into consideration the multi-color images of the clothing that users will upload. It gives content on the screen space, and not come across as busy.**



# ICONOGRAPHY



**It's important for any symbol within Bespoke to signify functionality effectively, so users can navigate through the app successfully while they search for their desired items and not be lost or confused.**

**Unique personal identity translates to the potential users, so a unified family of icons were designed specifically for the Bespoke brand.**

**The iconography is clean, polished, has character, and lends itself to be considered “high-end”.**

# BESPOKE

## STYLE GUIDE

### TITLE & HEADINGS

Heading 5, Reg Inter, 30PT

Heading 4, Bold Inter, 20Pt

Heading 3, Inter, 16pt

Heading 2, Inter, 14pt

Heading 1, Inter, 12pt

Title 4, Bold Inter, 14Pt

Title 3, Light Inter, 14Pt

Title 2, Thin Inter, 14Pt

Title 1 Bold Inter, 12Pt

### BODY TEXT

Body 2, Med Inter, 12PT

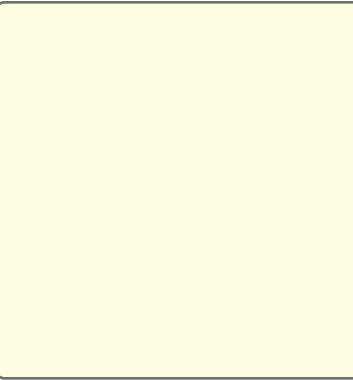
Body 1, ExtraLight Inter, 12Pt

## COLOR PALETTE



Dominant

HEX: #FFFFFF  
RGB: (255,255,255)  
HSL: (0,100%,100%)



Secondary

HEX: #FCFCEO  
RGB: (252,252,224)  
HSL: (60,82.4%,93.3%)



Accent

HEX: #004742  
RGB: (0,71,66)  
HSL: (60,82.4%,93.3%)



Accent 2

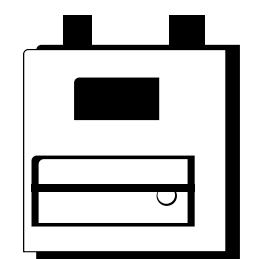
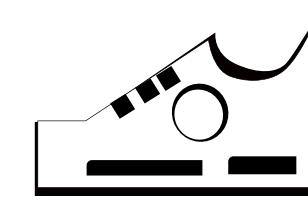
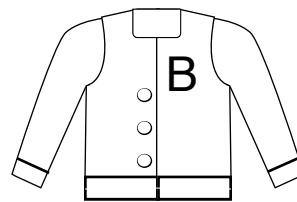
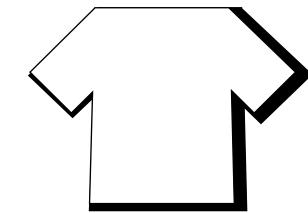
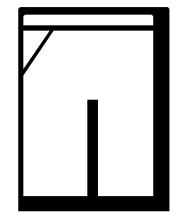
HEX: #E29E3A  
RGB: (266,158,58)  
HSL: (176,100%,14%)



Accent 3

HEX: #7E190A  
RGB: (126,25,10)  
HSL: (8,85%,27%)

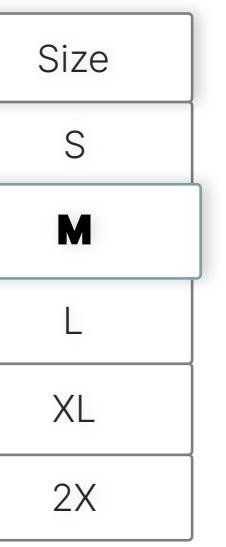
## ICONS



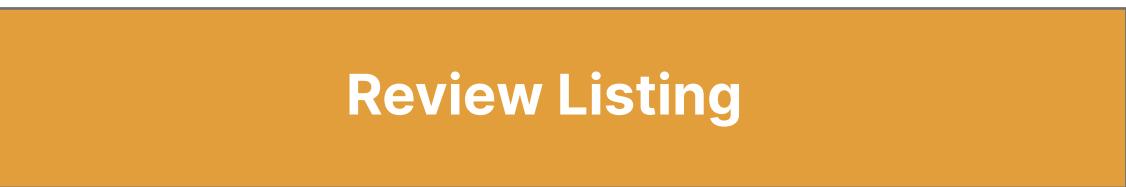
## BUTTONS



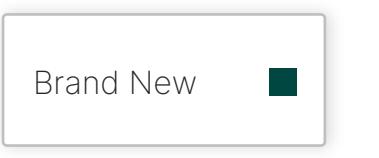
SELL



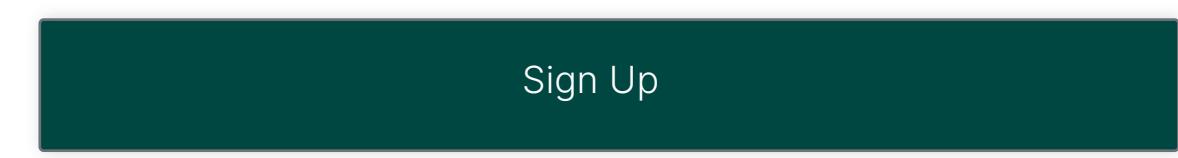
SELL



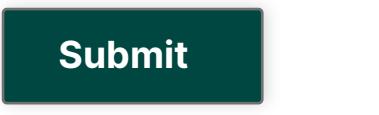
Review Listing



Brand New

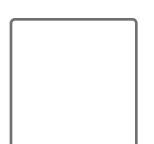
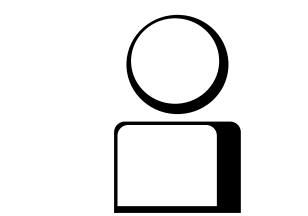
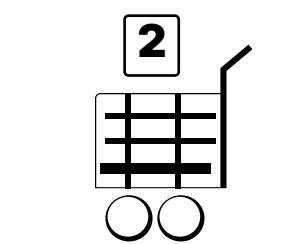
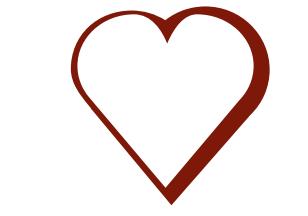
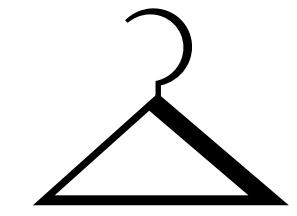
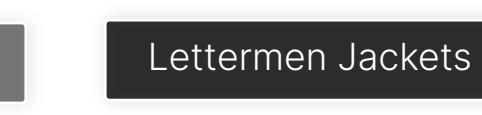


Sign Up



Payment Method: Not Active

Add Info



Shipped To Vintage

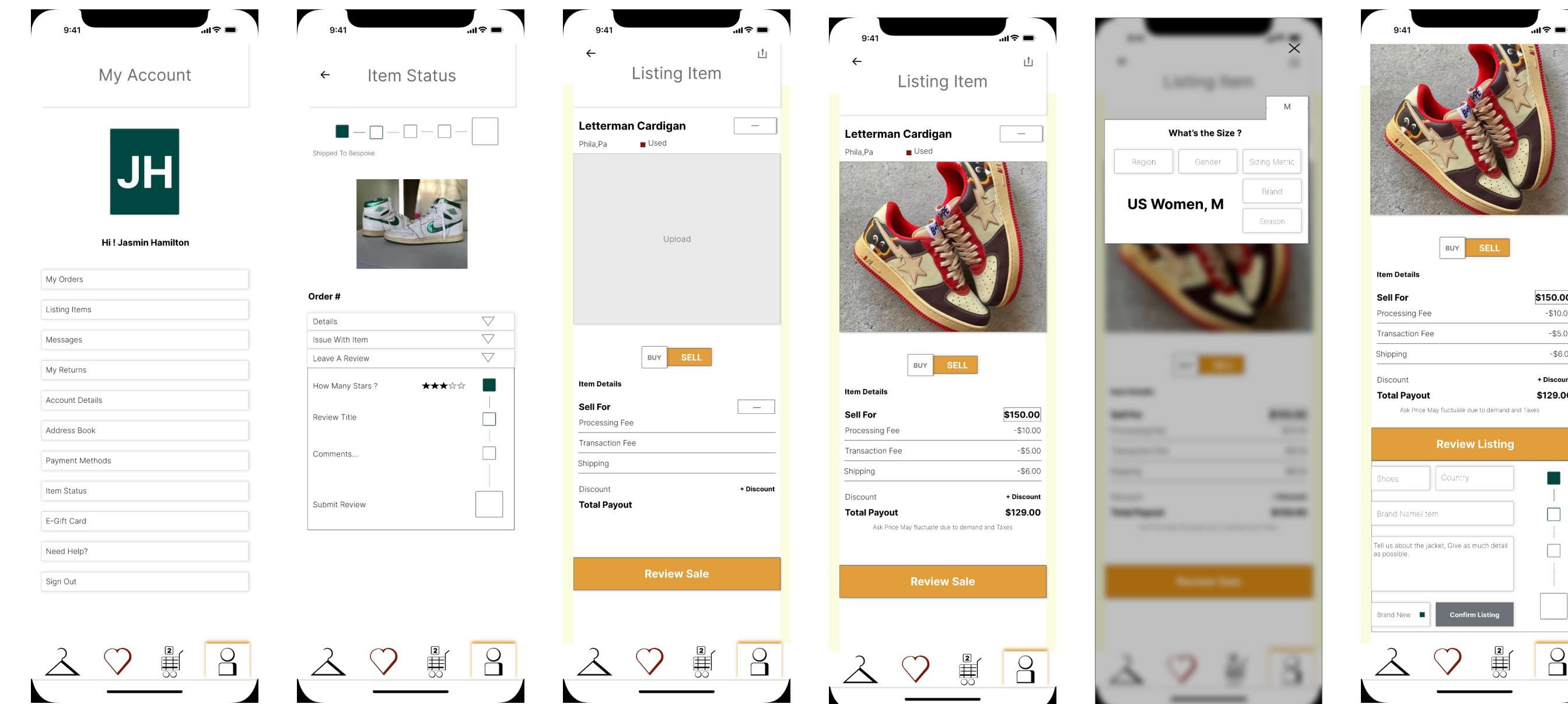
# BESPOKE

# FINAL DESIGN: BUYING

The screenshots illustrate the user flow for purchasing a 'Letterman Cardigan' from the 'Bespoke' app:

- Sign Up/Login Screen:** Shows fields for First Name, Last Name, Password, Email Address, and Password requirements, along with a 'Sign Up' button.
- Social Login Screen:** Offers to log in via Facebook, Instagram, or Twitter.
- Feed Screen:** Displays a 'Lettermen Jackets' post featuring a person in a green jacket with 'L's on the sleeves. Below it are sections for 'New Pieces' (Defective Garments Bespoke Crewneck, \$250.00) and 'Trending' items (Supreme Ski mask, \$500.00; 1950 Devils Letterman Jacket, \$300.00).
- Favorites Screen:** Shows a list of saved items, including the 'Letterman Cardigan' and other apparel like a Brooklyn Dodgers Baseball Jersey and a Supreme Ski mask.
- Item Details Screen:** Provides a detailed view of the 'Letterman Cardigan' (1969-1971, Cream, Gold, Navy Blue). It includes a 'BUY' button, size selection (S, M, L, XL, 2X), item details (\$100 Retail), reviews (e.g., 'Nice Fit' by John.H, 'The fit is very nice. I love that its not to Love It!' by Susan.J), and a 'Payment Method: Not Active' section.
- Discount Code Screen:** Allows users to enter a discount code (e.g., CG234D) and submit it.
- Cart Screen:** Shows a total of \$400.00 for the 'Defective Garments Bespoke Crewneck' (Size M). It includes a 'View Cart' button and a 'Checkout' button.
- Checkout Screen:** Details the shipping address (Jnique Hamilton, 4573 Waterfront Drive, Philadelphia, Pennsylvania 19133, United States (267) 459-3860), shipping options (Free Standard Shipping, 2 Days Express Shipping), and payment methods (Apple Pay, Debit/Credit Card). It also shows a 'Continue with Debit/Credit Card' button.

# BESPOKE FINAL DESIGN: SELLING



# WHAT'S NEXT ?!

**Take Bespoke through the user centered design process, developing a detailed UX case study so the app's UI can continue to include appealing features and functionality for users.**