# ■ Femme Forward – Website Development Brief

## 1. Brand Overview

Femme Forward is a Paris-based online fashion brand empowering professional women through elegant, high-quality suits and jumpsuits designed for confidence, sophistication, and cultural pride.

## 2. Target Audience

Women aged 25–45, professionals based in France and across Europe, particularly those seeking refined, elegant, and empowering clothing. They prefer online convenience, luxury quality, and brands with meaning.

## 3. Brand Aesthetic & Tone

Elegant, minimalist, and empowering. Editorial luxury feel with cultural warmth and strong storytelling.

## 4. Brand Colors & Typography

Primary: Deep Charcoal (#1C1C1C), Ivory (#F7F3EF) Secondary: Dusty Rose (#D9A6A0), Champagne Gold (#DCC7AA), Terracotta (#C86B49) Accent: Emerald Green (#2E7D64) Fonts: Playfair Display (headers), Lato or Montserrat (body).

## 5. Platform

Shopify – the brand's primary e-commerce platform.

## 6. Website Goals

Seamless shopping experience; position Femme Forward as a high-end, culturally inspired fashion brand; build trust and engagement.

## 7. Key Features & Pages

- Homepage: Hero banner, collections, Look of the Week, newsletter signup, Instagram feed. - Shop/Collections: Filters, quick view, wishlist. - Product Pages: 360° images, reviews, 'Shop the Look.' - Look of the Week: Weekly styling inspiration. - About, Size Guide, Contact, Policies.

## 8. Technical & UX Requirements

Multi-currency, automatic location pricing, PayPal/Apple Pay/Klarna support, review integration, wishlist, SEO, mobile optimization, analytics tracking.

## 9. Optional Future Features

Loyalty program, virtual stylist quiz, video lookbook, customer gallery (#FemmeForwardStyle).

## 10. Tone & Content Direction

Empowering and elegant. Themes of confidence, leadership, and cultural pride. Taglines: 'Where Elegance Meets Empowerment,' 'Tailored for Women Who Lead.'