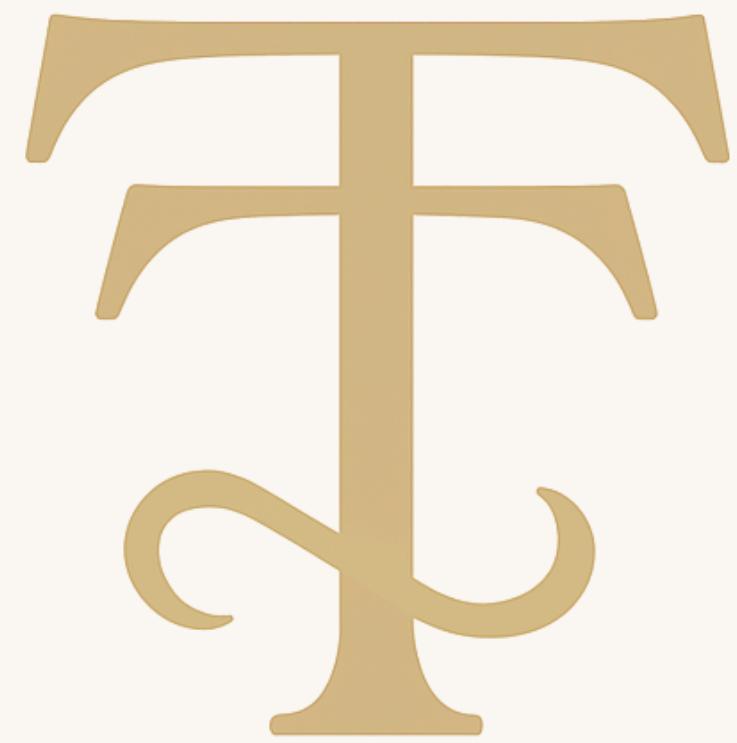




CONCEPT  
DESIGN



# TARGET MARKET RESEARCH



## Demographic

- Age: 25–45
- Gender: All genders, with a slightly higher skew toward women (55%) due to interest in capsule wardrobes and luxury vintage fashion.
- Income Level: Middle to high income (R20,000+ monthly) — able to invest in quality, long-lasting pieces.
- Location: Primarily South Africa (urban hubs like Cape Town, Johannesburg, Durban) with potential international interest.
- Education: Tertiary educated or pursuing higher studies; exposed to global trends.
- Occupation: Young professionals, entrepreneurs, creatives, and style-conscious individuals.

## Psychographic

- Values sustainability, heritage craftsmanship, and timeless style.
- Sees fashion as an expression of identity and status.
- Willing to invest in fewer but higher-quality pieces.
- Interested in storytelling behind brands.
- Drawn to nostalgia and old money aesthetic.

## Behavioral

- Actively searches online for style inspiration and sustainable fashion brands.
- Shops both online and in boutique stores.
- Engages with brands via Instagram and Pinterest before purchasing.
- Responds to styling guides, behind-the-scenes content, and fashion history posts.



# PERSONAS



JENNY CHARLES



LARS WILLIAMS



JAMIE EVANS

## Persona 1 – “The Conscious Collector”

- Age: 33
- Occupation: Marketing Manager
- Goals: Build a sustainable, capsule wardrobe with classic investment pieces.
- Pain Points: Distrust of fast fashion quality; struggles to find sustainable luxury in local markets.
- Platforms: Instagram (Reels for styling tips), Pinterest (capsule wardrobe boards).
- Preferred Content: Styling guides, behind-the-scenes tailoring, sustainability stories.

## Persona 2 – “The Heritage Enthusiast”

- Age: 41
- Occupation: Architect
- Goals: Wear fashion that communicates heritage, culture, and timeless sophistication.
- Pain Points: Over-commercialisation of “vintage” without true quality.
- Platforms: Pinterest (inspiration boards), LinkedIn (articles on heritage craftsmanship).
- Preferred Content: History of fashion posts, artisan interviews, event lookbooks.

## Persona 3 – “The Trend-Resistant Minimalist”

- Age: 27
- Occupation: UX Designer
- Goals: Avoid trends and build a minimal wardrobe that lasts.
- Pain Points: Finds current fashion overly trend-focused and wasteful.
- Platforms: Instagram (capsule wardrobe reels), YouTube Shorts (quick style tips).
- Preferred Content: How-to style videos, clothing care tips, unisex styling inspiration.

# AUDIENCE QUESTIONNAIRE

Purpose: To better understand your style preferences, shopping habits, and fashion content interests, so we can create products and content you love.

1. Which colours best reflect your personal style? (Multiple choice – select all that apply)

- Cream / Off-white
- Navy / Dark blue
- Gold / Warm metallics
- Black / Charcoal
- Earth tones
- Bright / Bold colours

2. Which social media platforms do you use most for fashion inspiration? (Multiple choice – select up to 3)

- Instagram
- Pinterest
- TikTok
- YouTube
- LinkedIn
- Facebook

3. How often do you shop for clothing online?

- Weekly
- Monthly
- Every 3–6 months
- Rarely

4. When searching online for fashion inspiration, what are the first phrases you type?

F<sup>2</sup>

# AUDIENCE QUESTIONNAIRE

5. Which device do you most often use to browse fashion content?

- Mobile phone
- Tablet
- Laptop / Desktop
- Other: \_\_\_\_\_

6. Which content formats do you enjoy most for fashion advice? (Multiple choice – select all that apply)

- Short videos (e.g., Reels, TikTok, Shorts)
- Photo carousels / Lookbooks
- Infographics & style guides
- Blog articles
- Podcasts / Audio guides

7. What matters most to you when buying clothing? (Rank from 1 = Most Important to 5 = Least Important)

- Sustainability
- Price
- Heritage & story
- Versatility
- Quality of materials

8. Have you heard of the “old money aesthetic”?

- Yes
- No

9. If yes, what comes to mind when you hear the term “old money aesthetic”?

10. How important is a brand’s backstory in influencing your purchase?

- Very important
- Somewhat important
- Not important at all

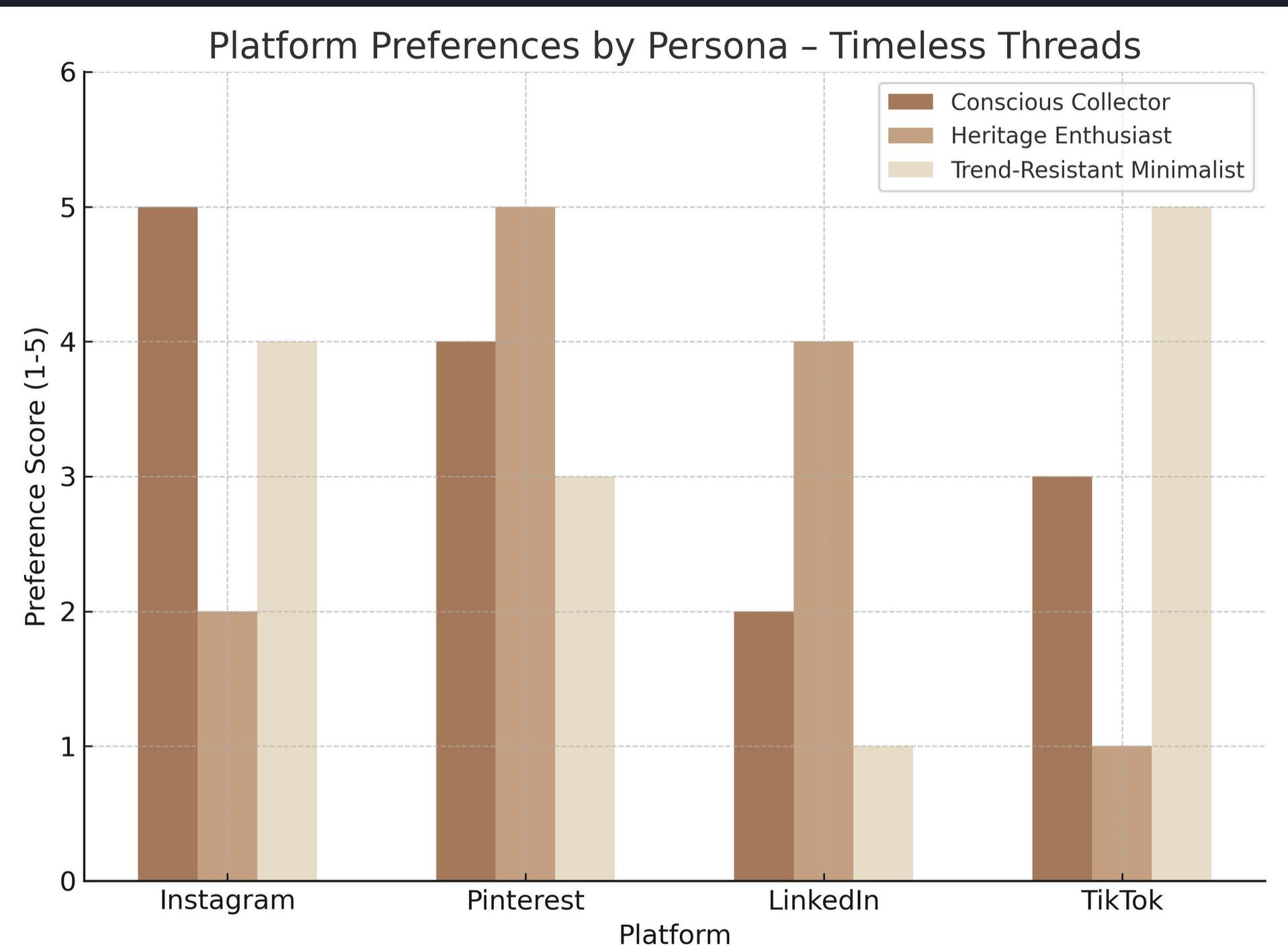


# INSIGHTS MAPPING

The questionnaire responses and persona analysis revealed distinct platform preferences that directly inform Timeless Threads' content strategy.

- Instagram emerged as a core engagement channel, particularly for Personas 1 and 3, who use it for real-time styling content, interactive Q&A sessions, and behind-the-scenes brand moments. This platform's visual-first nature supports both storytelling and shoppable posts, making it ideal for promoting new collections while fostering community interaction.
- Pinterest is a preferred platform for Personas 1 and 2, valued for its curated inspiration boards and long-lasting ("evergreen") visual content. Here, the focus would be on capsule wardrobe guides, vintage event lookbooks, and heritage tailoring references—content that users save and revisit over time.
- LinkedIn sees select interest from Persona 2, especially for thought-leadership pieces related to heritage fashion and craftsmanship. This positions the brand as an authority in sustainable luxury and appeals to a professional audience that values cultural depth in fashion.
- TikTok was highlighted as a growing touchpoint for Persona 3 and younger, mobile-first audiences, primarily for micro-style tips and quick, relatable fashion advice. This platform's rapid, trend-driven environment can be leveraged for educational yet entertaining content, such as clothing care hacks and 15-second styling challenges.

By aligning each persona with their preferred platforms and content formats, Timeless Threads can create a multi-channel strategy that maximises reach, relevance, and brand consistency.

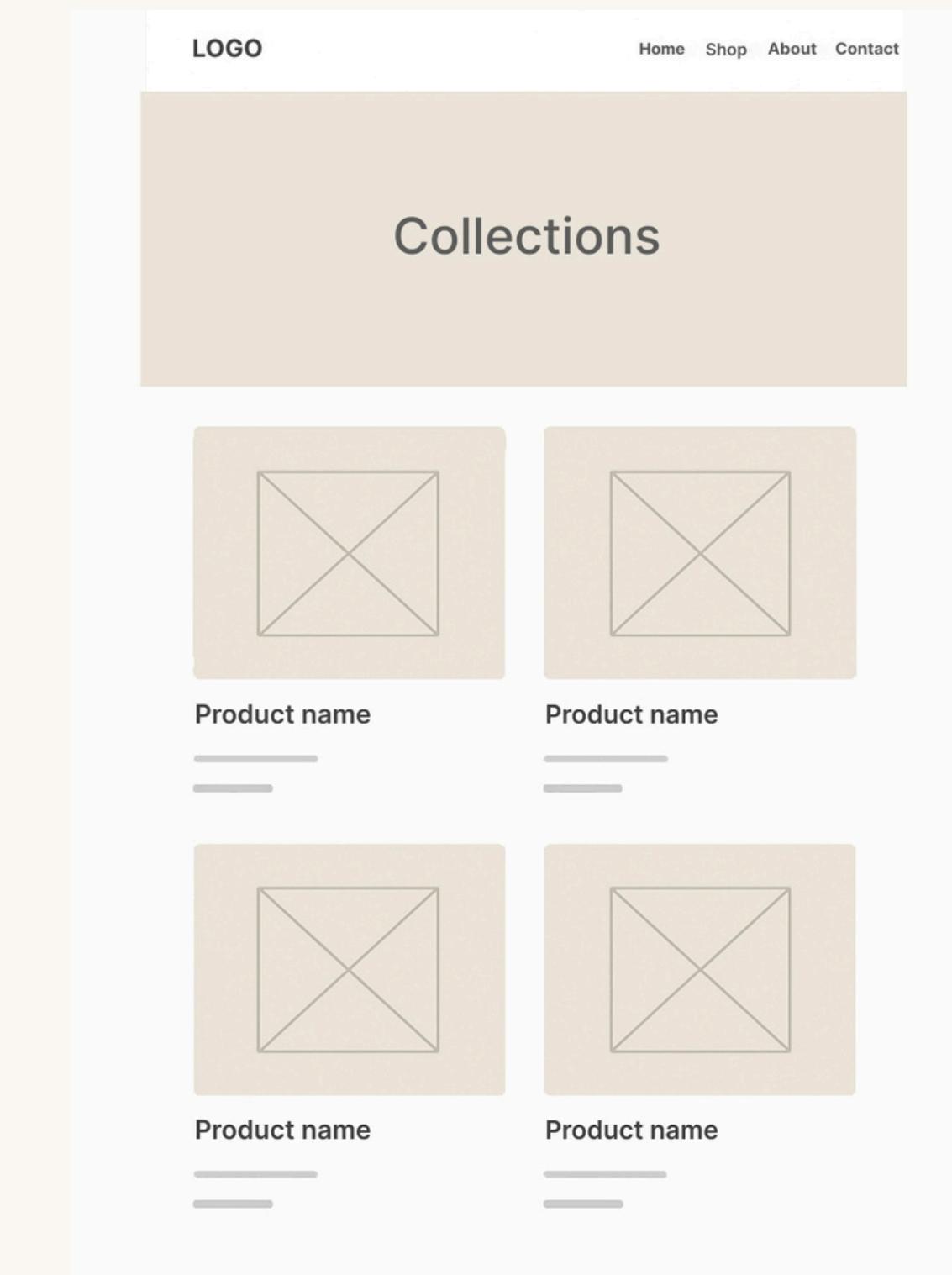
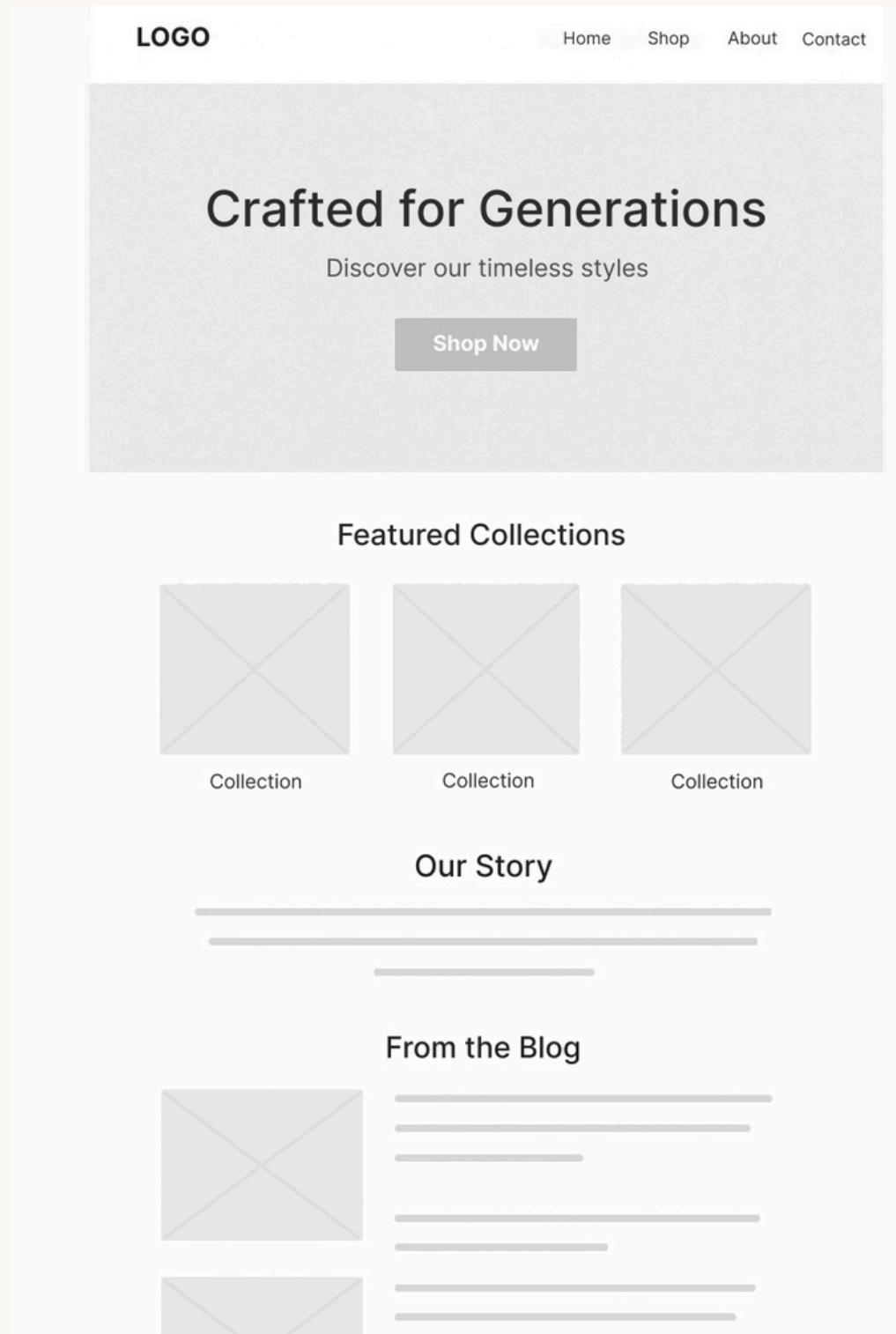


‡

# LO-FI WIREFRAMES

## Home Page

The Home page wireframe highlights a clean hero banner, featured collections, and curated product highlights, guiding users smoothly into the brand experience.

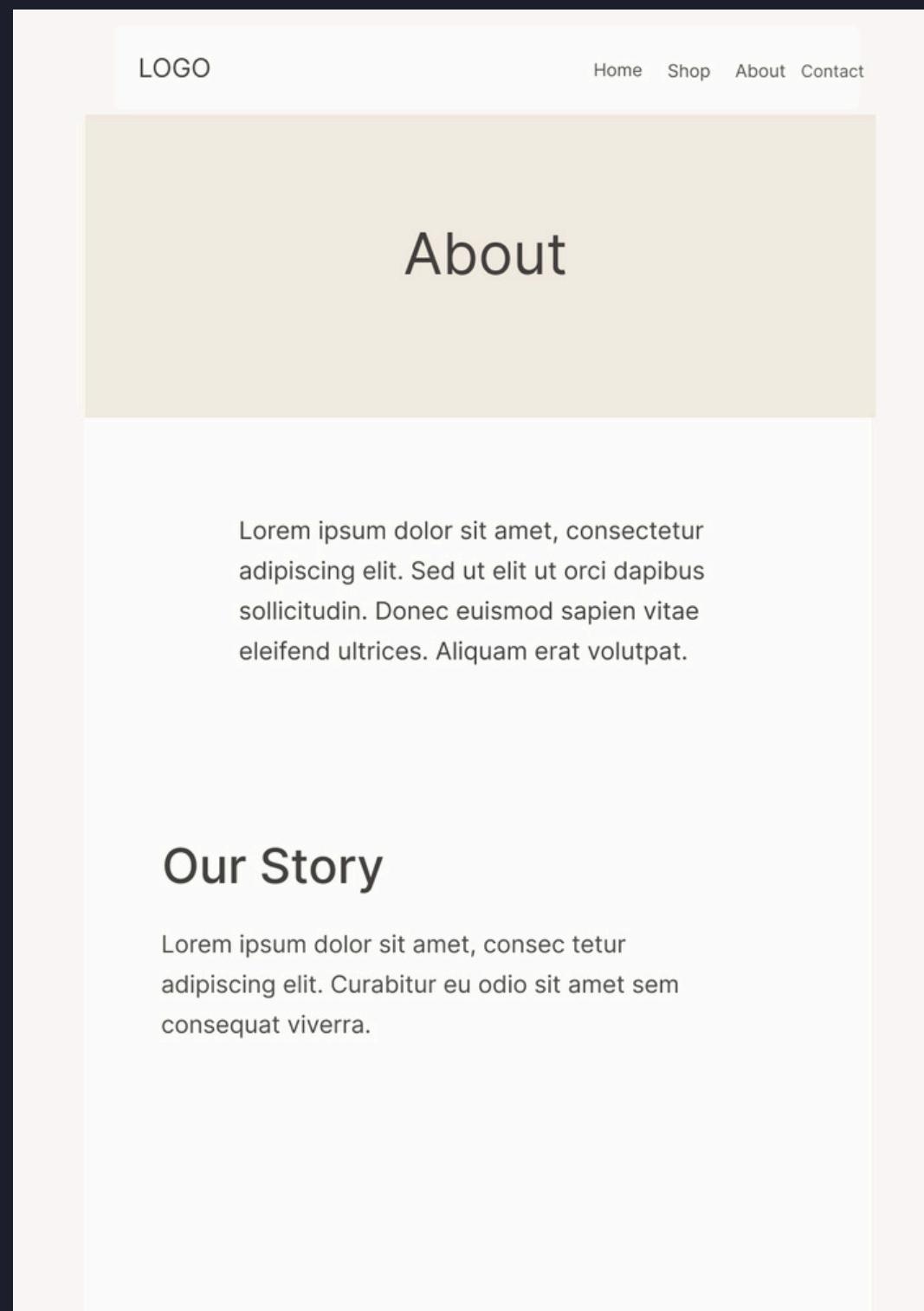


## Shop Page

The Shop page wireframe presents a simple product grid with clear filtering and sorting options, designed to streamline browsing and purchasing.

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# LO-FI WIREFRAMES

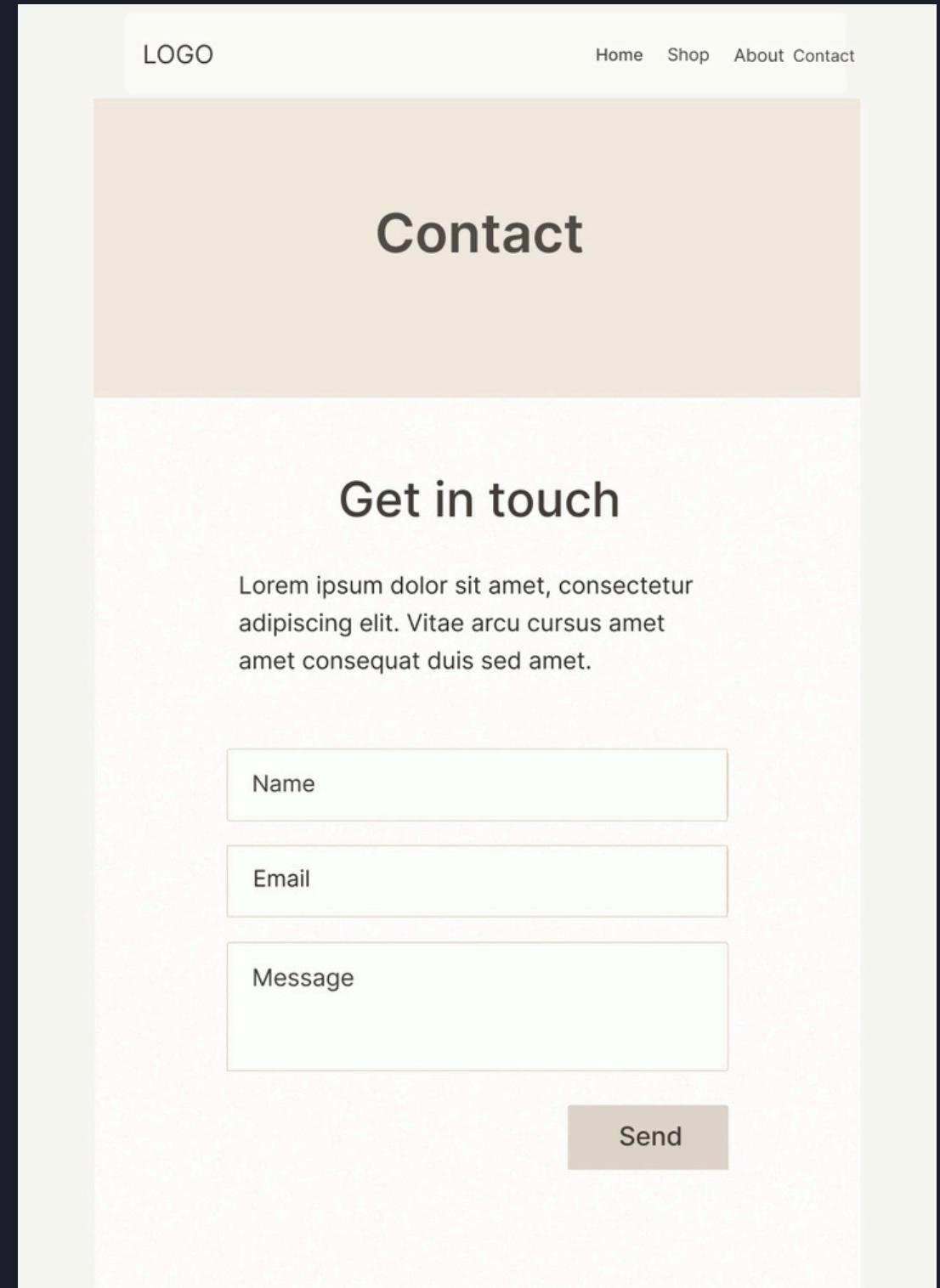


## About Page

The About page wireframe focuses on storytelling with sections for brand history, values, and imagery that connect emotionally with the audience.

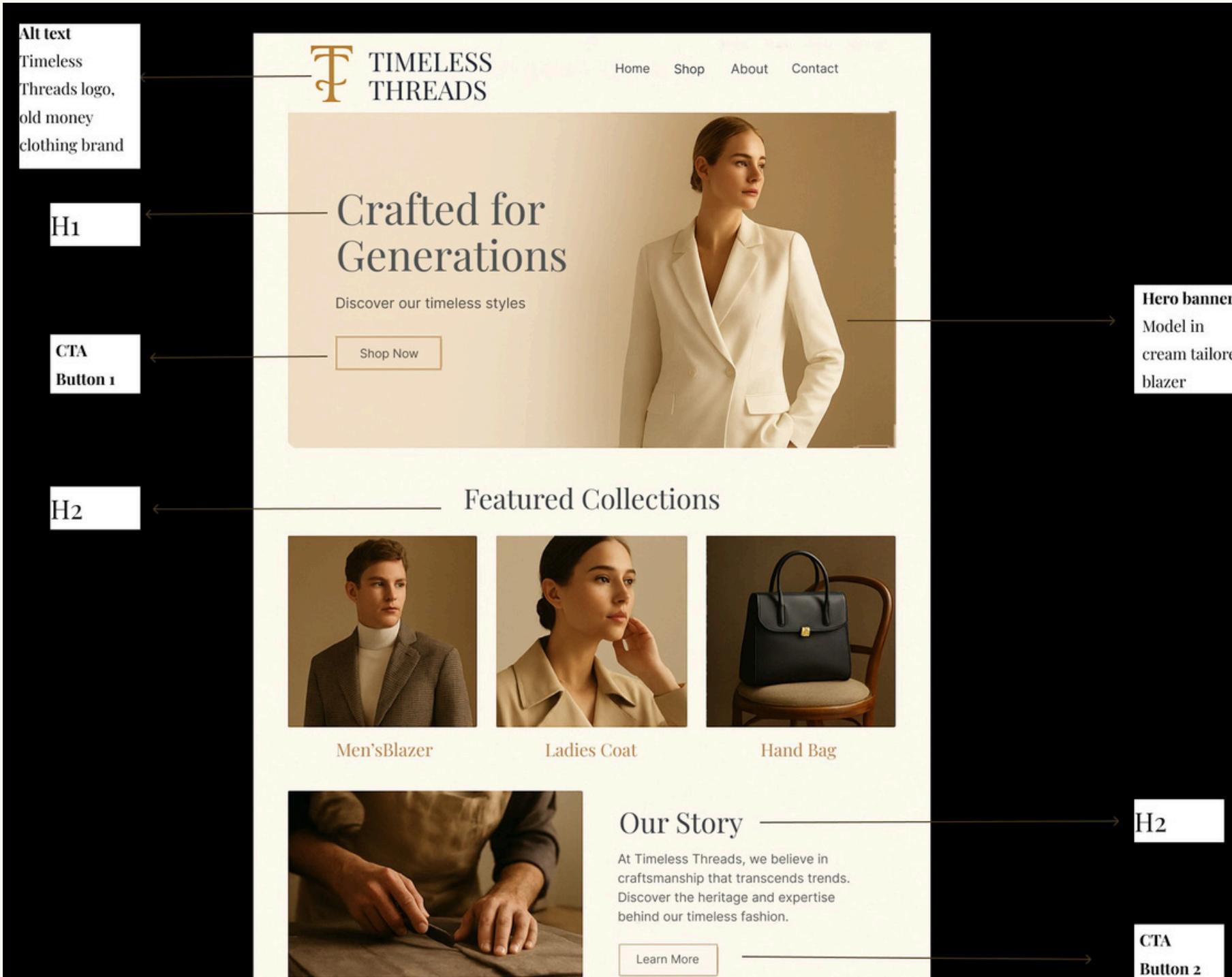
## Contact Page

The Contact page wireframe includes a user-friendly form, store information, and social links, ensuring visitors can easily get in touch.



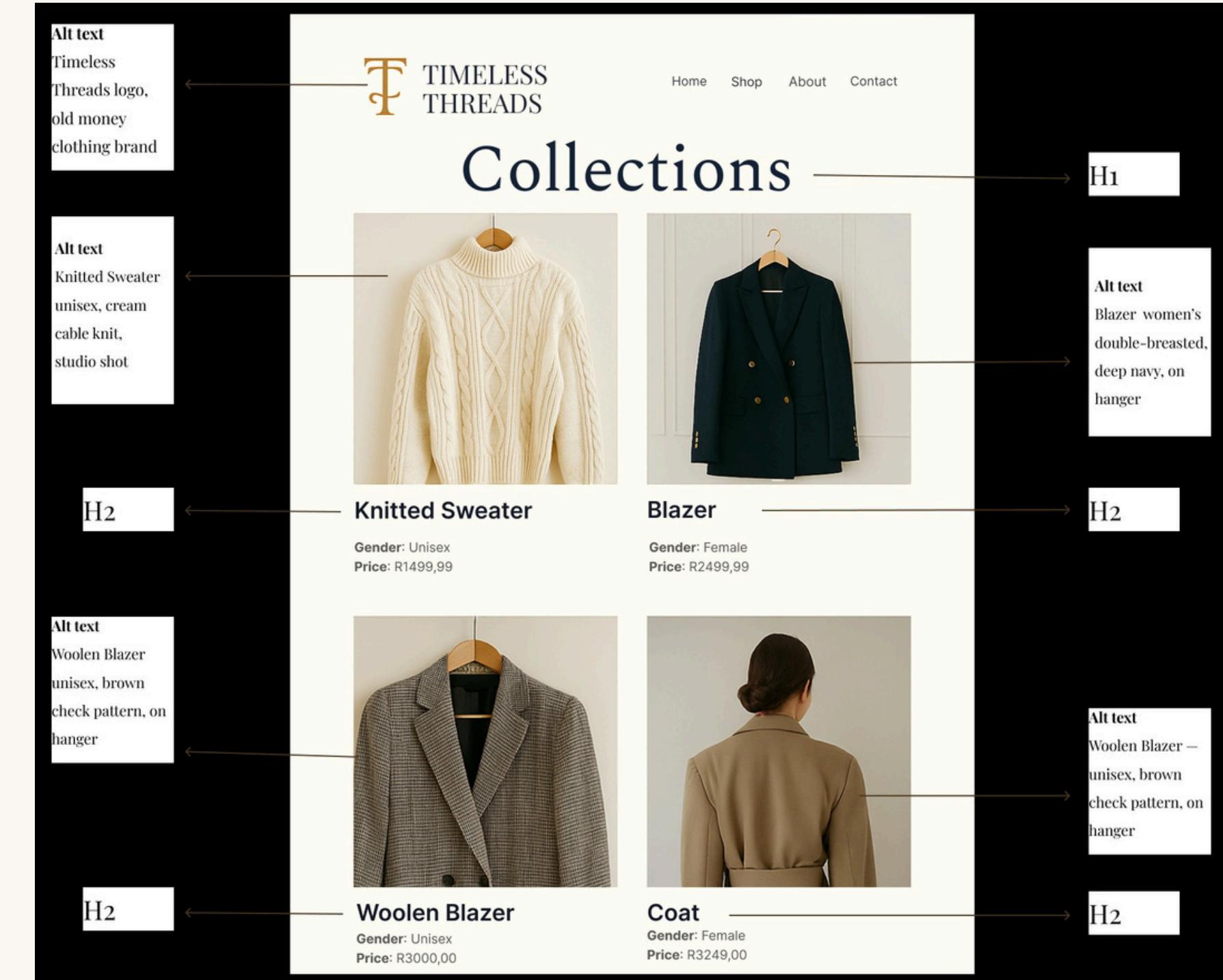
# Timeless Threads

# HI-FI WIREFRAMES



## Home Page

A luxurious, image-led landing page featuring a bold hero banner, curated product highlights, and storytelling sections that convey Timeless Threads' heritage and craftsmanship.

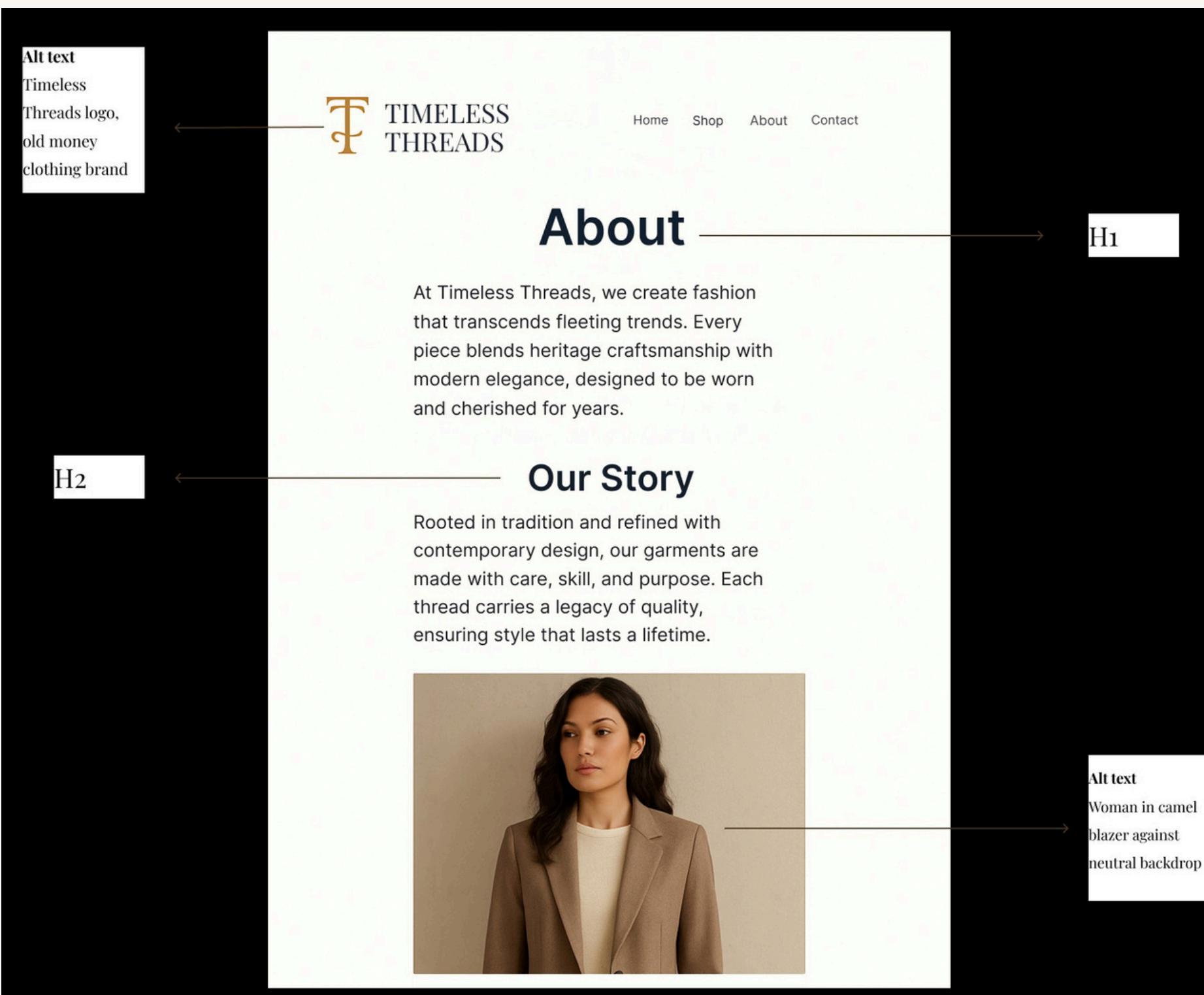


## Shop Page

A clean, grid-based product display with high-quality imagery, clear pricing, and intuitive filtering for effortless browsing of the full Timeless Threads collection.

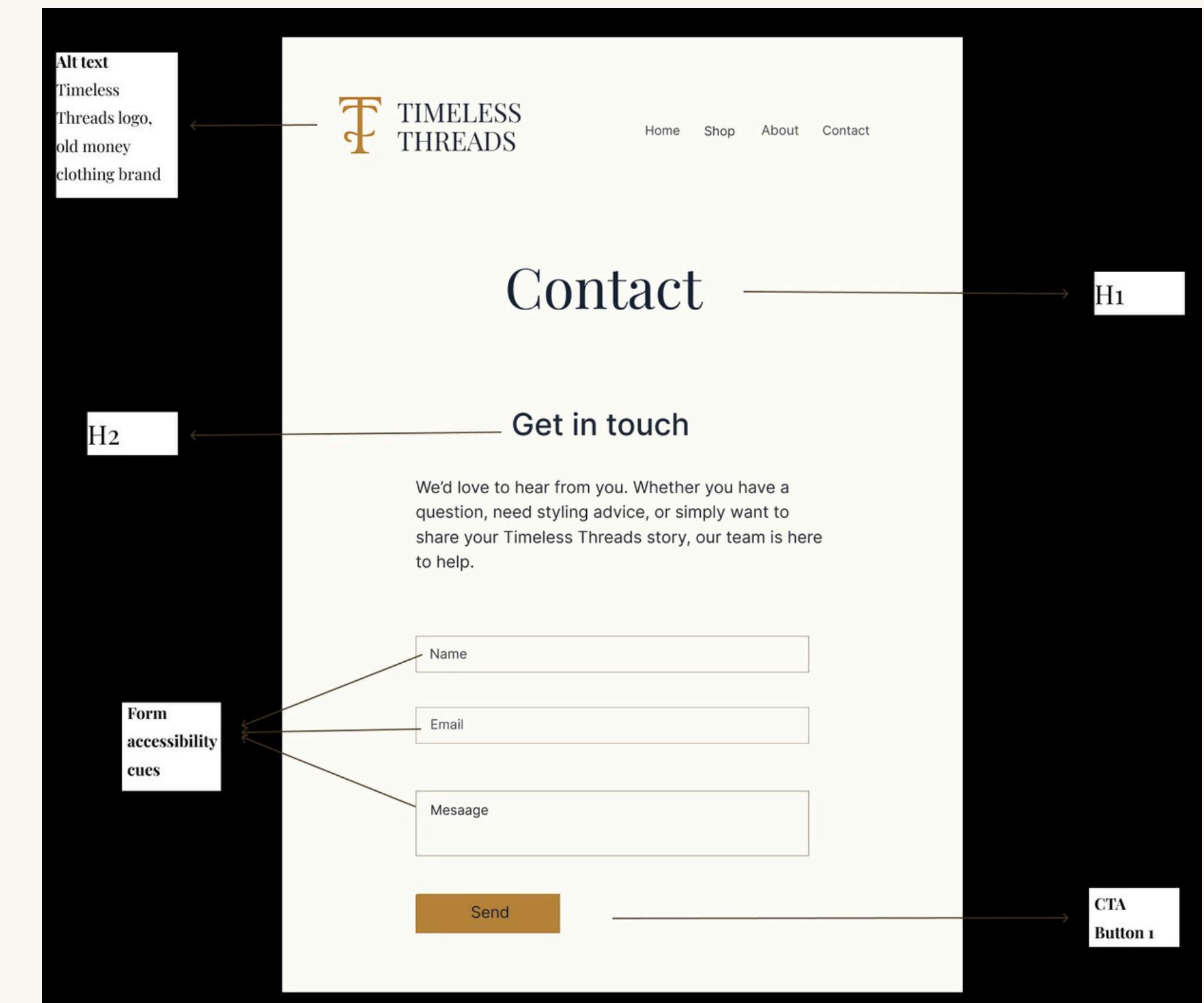
Timeless Threads

# HI-FI WIREFRAMES



## About Page

A brand narrative layout combining rich visuals with concise storytelling, spotlighting heritage, craftsmanship, and the values behind Timeless Threads.



## Contact Page

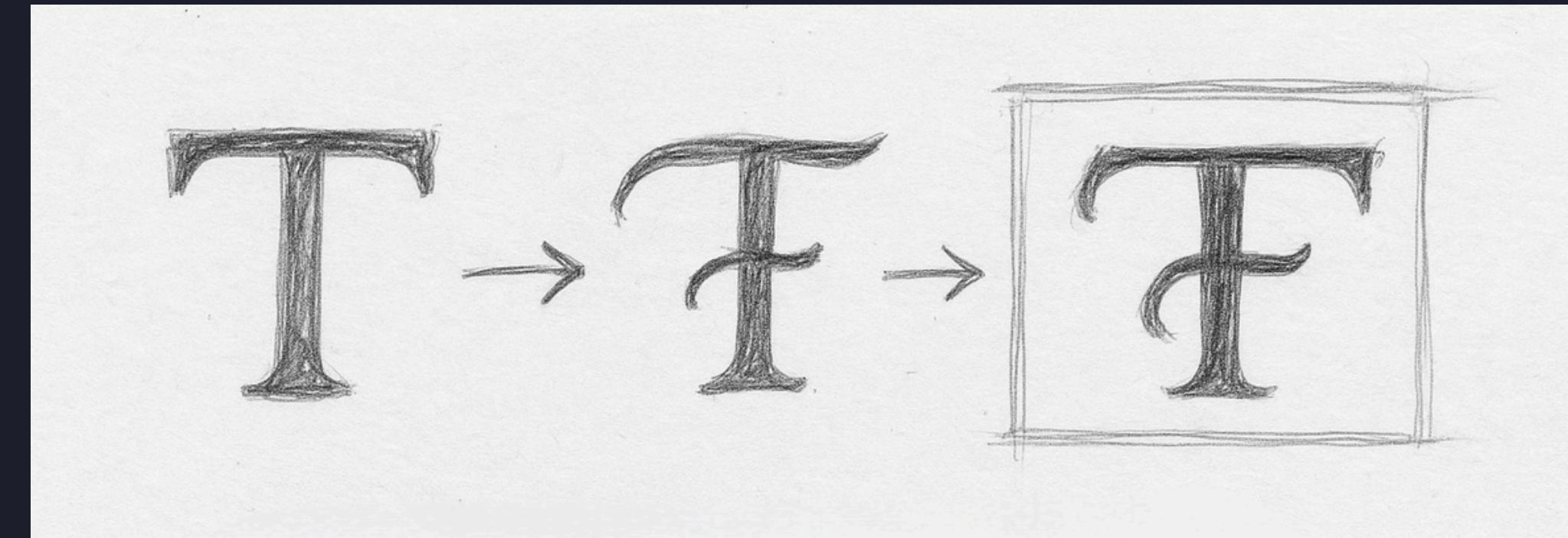
An elegant, user-friendly form layout paired with brand contact details, location map, and customer service information in a visually balanced design.

†

# SCAMPS



The logo process scamp captures the evolution of Timeless Threads' brand mark, progressing from rough initial sketches to a more refined design that reflects the brand's timeless, heritage-inspired identity. The home page scamp outlines the early visual thinking behind the site layout, mapping key sections such as the hero banner, featured collections, and brand story to ensure a user-friendly flow that prioritises storytelling and product presentation.



Timeless Threads



# MOCK-UP POSTS

The Instagram and Pinterest thumbnail mockups were created to reflect Timeless Threads' colour palette, typography, and refined "old money" aesthetic, chosen because these were the two most common platforms identified in the personas and insights mapping. The Instagram mockup simulates a real mobile feed post, featuring a model in heritage-inspired styling with the logo subtly integrated, catering to the platform's strength in real-time style inspiration. The Pinterest mockup adopts the vertical pin format, showcasing a clean editorial image ideal for visual discovery and capsule wardrobe inspiration. Both designs demonstrate how the brand can deliver platform-native content that is elegant, engaging, and consistent.

TIMELESS THREADS





# PINTEREST BOARD

P Pinterest Timeless Threads Timeless Threads's profile

## Timeless Threads Visual Inspiration Board

46 Pins · 5 Sections

A curated collection of timeless fashion, vintage elegance, and old-money style inspirations that embody the essence of luxury and sophistication.

E &

Organize More ideas

Outfits Imagery 16 Pins

Typography 6 Pins

+ Colour Palette & Textures 6 Pins

Platform-specific inspiration 12 Pins

P Pinterest Timeless Threads Timeless Threads's profile

### Timeless Threads Visual Inspiration Board

#### Outfits Imagery

16 Pins

More ideas Organize

A curated collection of design elements, color palettes, typography, and mood inspirations shaping the creative direction of Timeless Threads. This board captures the essence of our brand's classic-meets-modern aesthetic. Explore the board here: [Timeless Threads Vision Board](#)