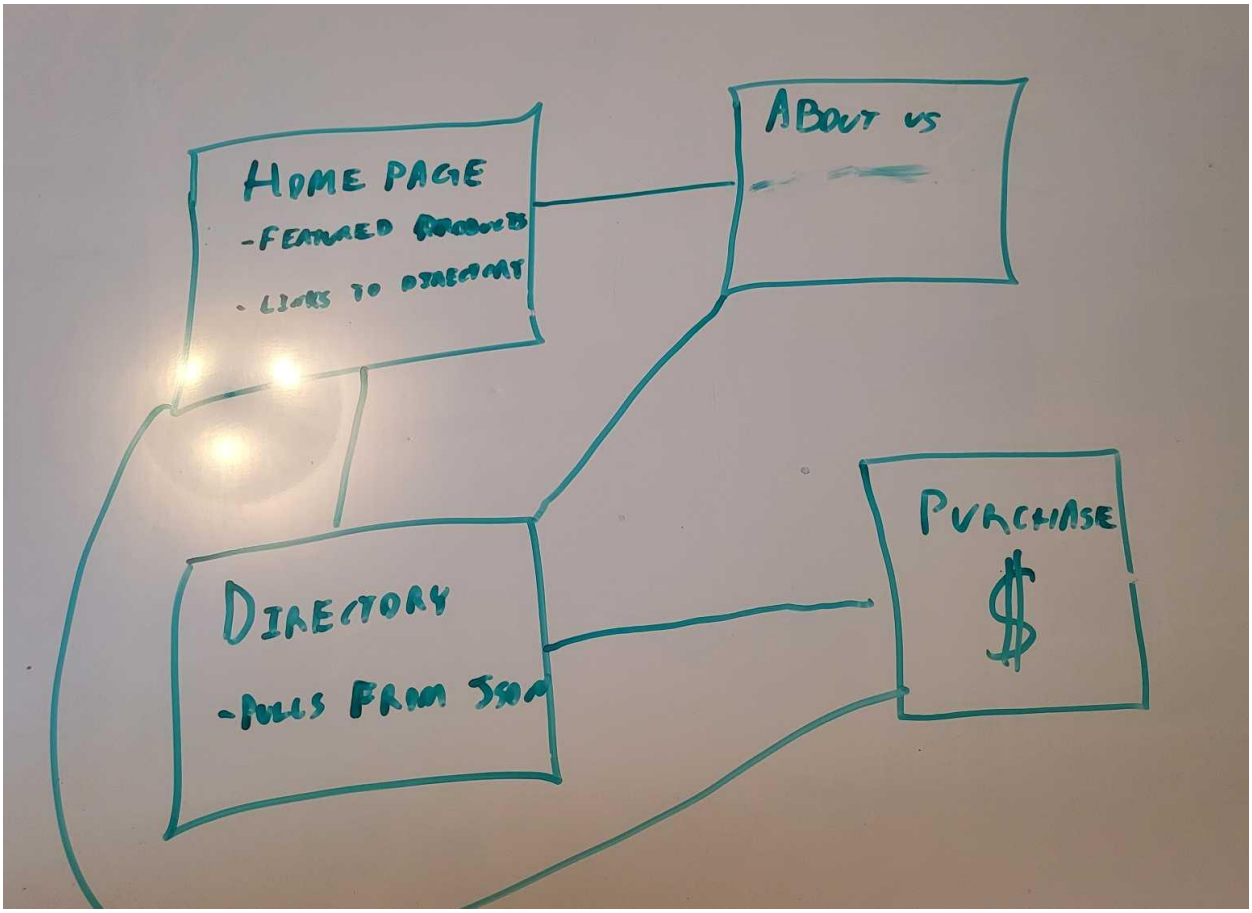
Site Purpose:

The purpose of Silk and Leather is to give a website to a friend of mine who wants to sell leather belts, wallets, and jackets online.

Target Audience:
The target audience is anyone who gets redirected by Facebook ads. This could be a college student or it could be an old man. They will have already seen some pictures of the product at this point.

Site Map:



Color Scheme:

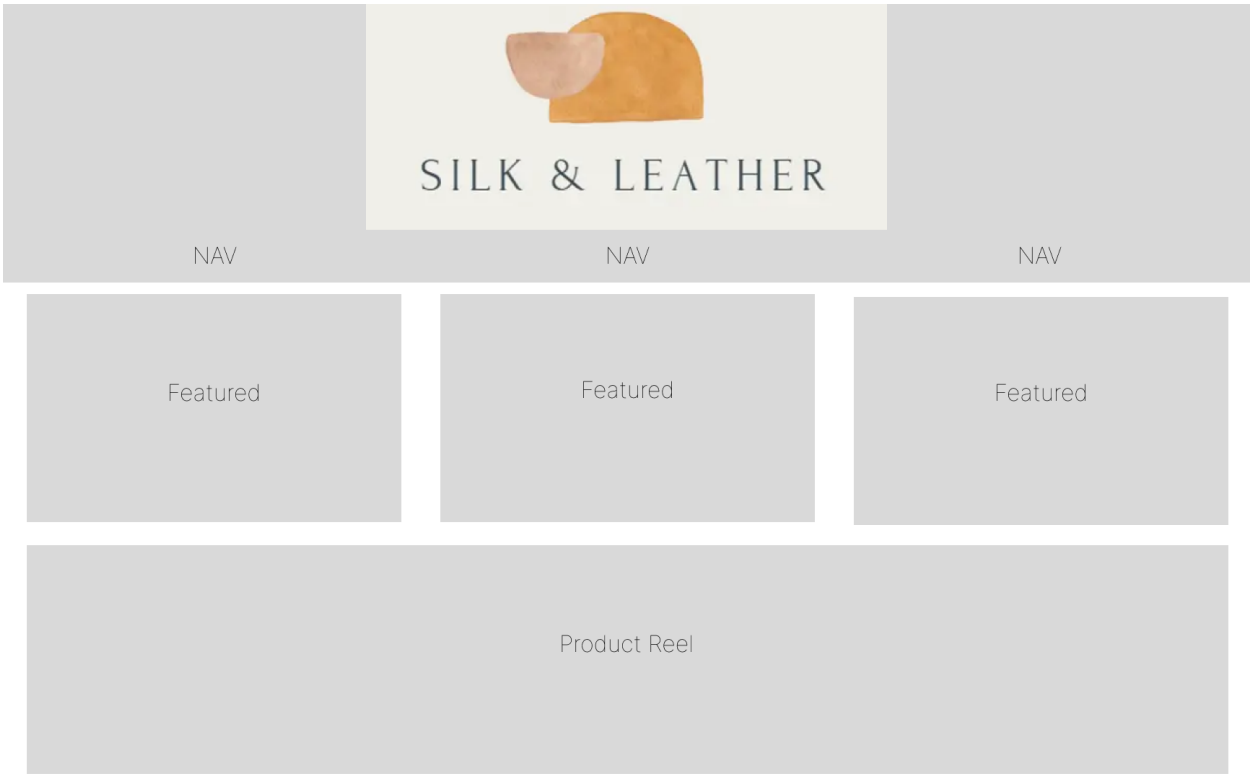
I wanted lighter colors. The beige you see in the wireframe and the rest wi black and white. Maybe some grey-blue for the links

Typography:

I chose Koulen because you can't miss it. It's very legible and stands out

Radio Canada is clear and nice to read. It's not flashy but it doesn't strain your eyes.

Wireframe Sketches:



SILK & LEATHER

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