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For this assignment, decide on a website you would like to build for this course and formally “define” your site. For this Project Definition complete the following:

- **2-3 sentence Description:** For an essentials clothing brand, high quality long lasting pieces that have ethics and morals behind them. Stopping fast fashion and making the customer worry about the entire process of their clothes not just the final piece and price.

- **Purpose Statement:** Change the norm of clothing and fashion, where the majority of fashion is done with ethics, and purpose.

- **User Personas (Primary and Secondary) :**

David Carvajal- 22 year old american, born and raised in the US, hispanic background.

Cares about his style, but also cares about the impact the products he consumes have on the world.

Loves essential pieces to build his wardrobe with 4-6 statement pieces, not consuming by want every time but by need, and wants high quality pieces that'll last for years on end, in any environment.

Doesn't mind spending a bit more on a piece thinking that it will be longlasting, sees it as an investment rather than a purchase.

College student who seeks comfortable clothes, and needs anything from loungewear to formal attire.

Taylor Brown, 45 year old mother of 2, born in the UK moved to the US, likes saving money.

Doesn't care about her style, rather be comfortable, buys her kids clothes.

Her kids explain the importance of ethics in clothing, and how each choice has an impact, and how it is wiser to save money by spending more in one good quality purchase instead of spending often on low quality stuff.

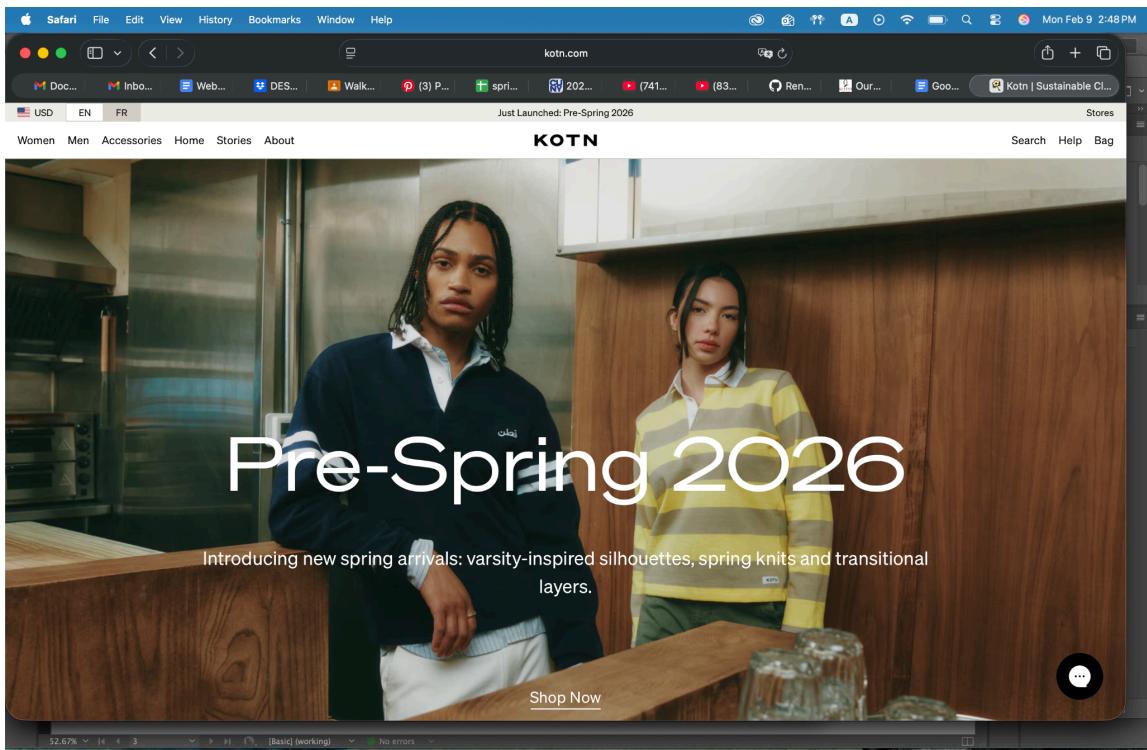
She builds her kids' wardrobe with essentials and treats them to one trendy piece every two seasons, and once clothes pile up she donates them, but doesn't buy more until the clothes are run down or don't work

- **Top Five Functions of Product:**

- Long lasting
- Comfortable
- For everyone
- Supports community
- Simplifies wardrobe in a good way

- **Measures of Success:** Achieving a fanbase that is loyal to the brand, having positive impact from farm to customer with our product, like having fair pay and treatment for everyone involved

- Competitor's Visual Audit



- Image centered main page
- White and black colors
- Letting clothes be the “pop” of color
- Thin, san serif font
- Minimal text, use of pop up menus
- Link to latest campaign on main image and up top
- Mission and Ethics forward, easily accessible