**Lucy.com**

**Client:**

Lucy. Brand is a streetwear company from japan. The founder of Lucy. Brand, Mr. Imaishi Hiroyuki is a well-known cloth designer who has been working in the streetwear industry for more than 20 years. The overall style of Lucy. Brand’s design is clean, focusing on man whose age in between 18 -26. It is inspired by the American streetwear and military clothing style. Client want to make a clean website. And the most important, let all the customers who visit this website, are able to get the overall style of this brand.

**Style:**

The overall style of this website is based on a key word, ‘clean’. Like every other Japanese streetwear brand, such as Neighborhood, Wtaps, Visvim, and so on. We are not going to use too many colors, because according to Lucy.Brand’s design, the use of color is also simple, the most of their products are using a single dark color, like navy blue, dark green, black, white. So, the website should do the same, we will only use black, white and navy blue for this website (except images).

We also don’t want to use too much text for this website, because we believe that using image to deliver the style is more efficient, and also our client has the confidence with their photograph work. So we will make a big section for the image display, it will take a half of the website size, it can give a deep impression to all the customers who open this website.

**Platform:**

The website will target traditional monitor resolutions of 1024X768 and greater.

**Semantic Design Guide:**

1- Header



• The expected use: Logo display, nav bar.

• Names (id=#header)

• Colour choices: Navy blue

• Font choices: Ubuntu: weight 500

• Standard images: Logo of Lucy. (80px \* 60px)

• Layout location: Left-top of the web page.

2- Image display slider

A picture containing text, person, riding, outdoor

Description automatically generated

• The expected use: To display the images which shows the style of Lucy.’s design.

• Names (id=#scroll)

• Font choices: none

• Colour choices: color of images

• Standard images: Lucy. style (700px \* 700px)

• Layout location: right half of web page

3- Main

A picture containing diagram

Description automatically generatedGraphical user interface, application

Description automatically generated

• The expected use: A title, subtitle and slogan for the Lucy. products 2022FW, products display

• Names: main

• Font choices: Ubuntu: weight 500

• Standard images: Products (400px \* 400px)

• Colour choices: White Background, Black text

• Layout location:

A title, subtitle and slogan for the Lucy. products 2022FW: left side of the image slider.

Products display: below the image slider and the intro of products 2022FW

4- Footer

Graphical user interface, application

Description automatically generated

• The expected use: Terms, guide, contact, policy and copyright.

• Names: footer

• Font choices: buntu: weight 500

• Colour choices: Navy blue for background color, black text, white for company name.

• Layout location: Below products display

• Standard images: none

**Website Map:**

Diagram

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