**Final Project Proposal**

**Overview:**

In recent years, Chinese fashion brands are playing an increasingly important role in fashion industry and become more and more popular both in China and western countries. A wave called “国潮” is spreading among young people, and wearing made-in-China clothes becomes a trend.

My website is going to focus on Chinese local brands that successfully convert their brand images from old to fashion and become well-known in world market. By visiting my website, those who want to know more about Chinese local brands or want to buy their products will have a better understanding of brands’ history, design styles, stores around the world, etc.. It is also worth mentioning that there are no similar websites yet, so the competition is relatively low.

**More Details:**

There will be around three pages in the website.

**Homepage:**

This page will contain general information about the “国潮” trend by showing chats, videos and map.

**Brands:**

Brands page will display each Chinese local brand, their introduction, clothes categories, design style , official websites and purchasing URL.

**New York Fashion Week:**

Since many Chinese local brands joined New York Fashion Week which is a symbol of fashion, this page will focus on shows Chinese local brands had during Fashion Week.