

Creative Brief

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Project Title: Yves Saint Lauren

Project Overview

- This project will mostly be about YSL and his legacy, but I would like for a greater portion of the website to be about his fashion and pieces. Maybe going for a more image heavy website rather than a text-heavy one.

Resources

- [https://en.wikipedia.org/wiki/Yves_Saint_Laurent_\(designer\)](https://en.wikipedia.org/wiki/Yves_Saint_Laurent_(designer))
- The article has his life in a timeline like fashion with details on each important collection/moment in his fashion career

Audience

- This will be more catered to people who are unsure of the legacy of YSL and want to quickly be able to view and read the scope of his works

Message

- I want to showcase the legacy of YSL and his impact on the fashion industry

Tone

- I want this to be a really simple website with a tone of elegance and style

Visual Style

- I think for this website the best way to describe it is very minimalistic and clean. A larger focus on images and how they fill up the page with minimal text and smaller scroll things.



