

LOGO



BLACK BASICS



IDE

- Sorte basic T-shirts.
- Variation i størrelsen på krage, stof, længde og pasform.
- Bredt udvalg af basic produkter,
- Med personlig præference.
- Økologiske og bæredygtige visioner.
- Unisex brand



MÅLGRUPPE

Generelt folk der er på udkig efter gode basics, som man kan sætte sit eget præg på. Alle kan bruge det. En ca. alder mellem 15-40 år.

DESK RESEARCH

- Hvad symbolisere sort?
- Psykologisk
- Mest solgte farver
- Tidsløst

DESK RESEARCH

INDSIGTER

- En af de mest solgte farver.
- Er sofistiskeret og stilet.
- Symbolisere bl.a. seriøsitet, power og ihærdighed
- Sort giver en attraktiv fremtræden.
- Giver et simpelt udtryk i mange tilfælde på website.
- Sustainable fashion er moderne og vigtigt.
- Mange mener man får en bedere figur = selvsikkerhed.
- Sort holder tit farven bedere med tiden.
- sort er altid the new black.



USP

Keywords: Personal fashion, simpel design features, sustainability, quality and persistence.

- Never not fashionable.
- Black is the new black.
- Gode kvalitets T-shirts
- Find selv hvilken pasform og stil der lige passer til dig.
- Vælg selv hvilke detaljer du synes er vigtigt.
- Tilvalg af økologiske produkter.



USP

Black Basics - When sophistication is everything.

Black Basics - Never goes out of style.

Black Basics - When you feel attractive.

Black Basics - Power up your style.

Black Basics - Simple is sophistication.

Black Basics - Power and persistence.

BLACK IS POWER, SOPHISTICATION AND PERSISTANCE. IT NEVER GOES OUT OF STYLE. CHOOSE YOUR STYLE WITH PERSISTENCE AND FIND YOUR POWER AND SOPHISTICATION.

B[.]BASICS PRODUKTKATEGORIER

Kategorier:

- Wide
- Long
- Basic
- Organic

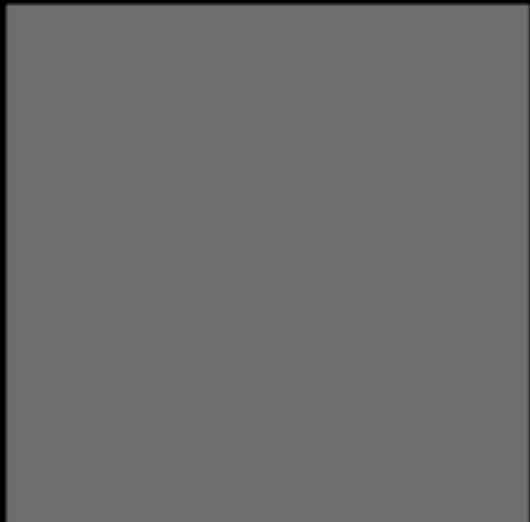
MOODBOARD



STYLETILE

FONT:PT Mono & Courier New/
Store bogstaver
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

IKONER:

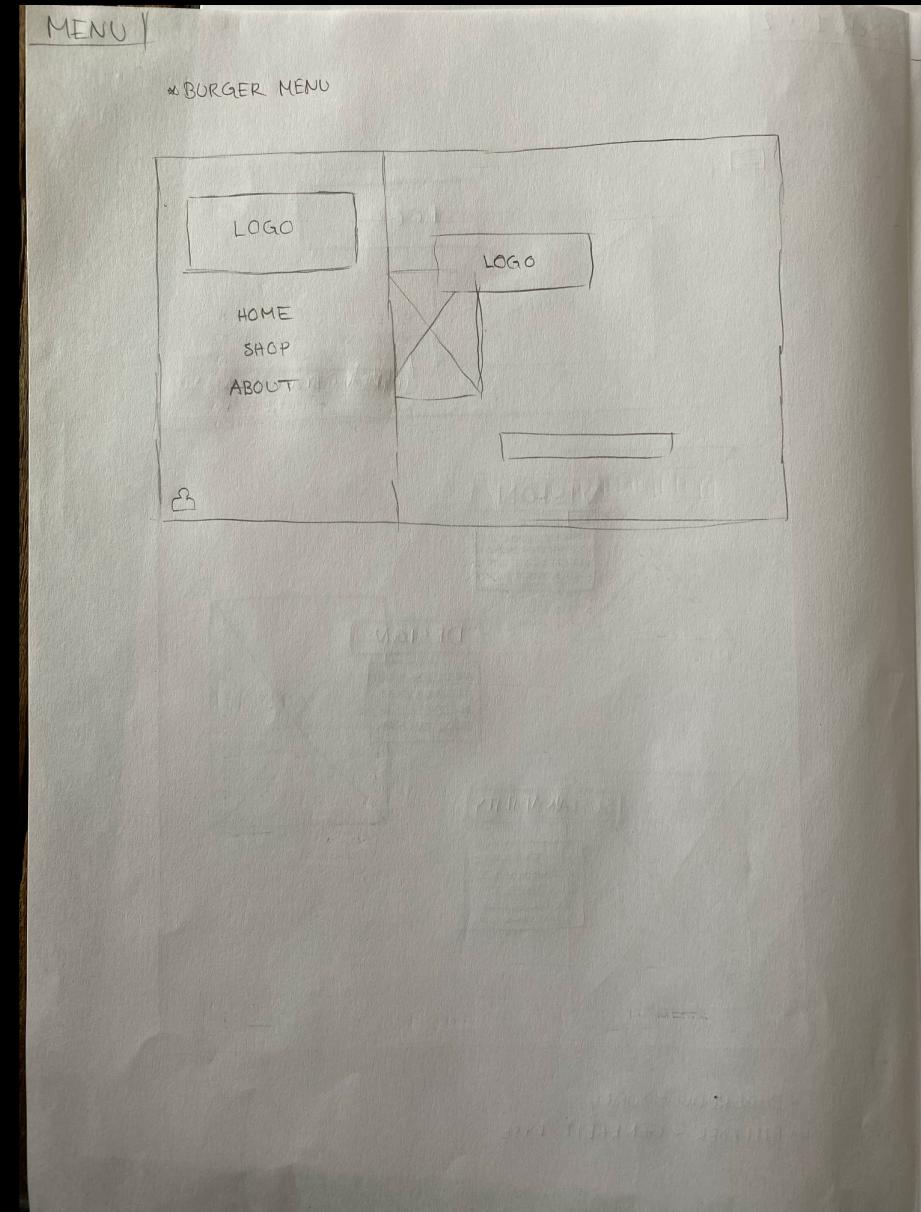
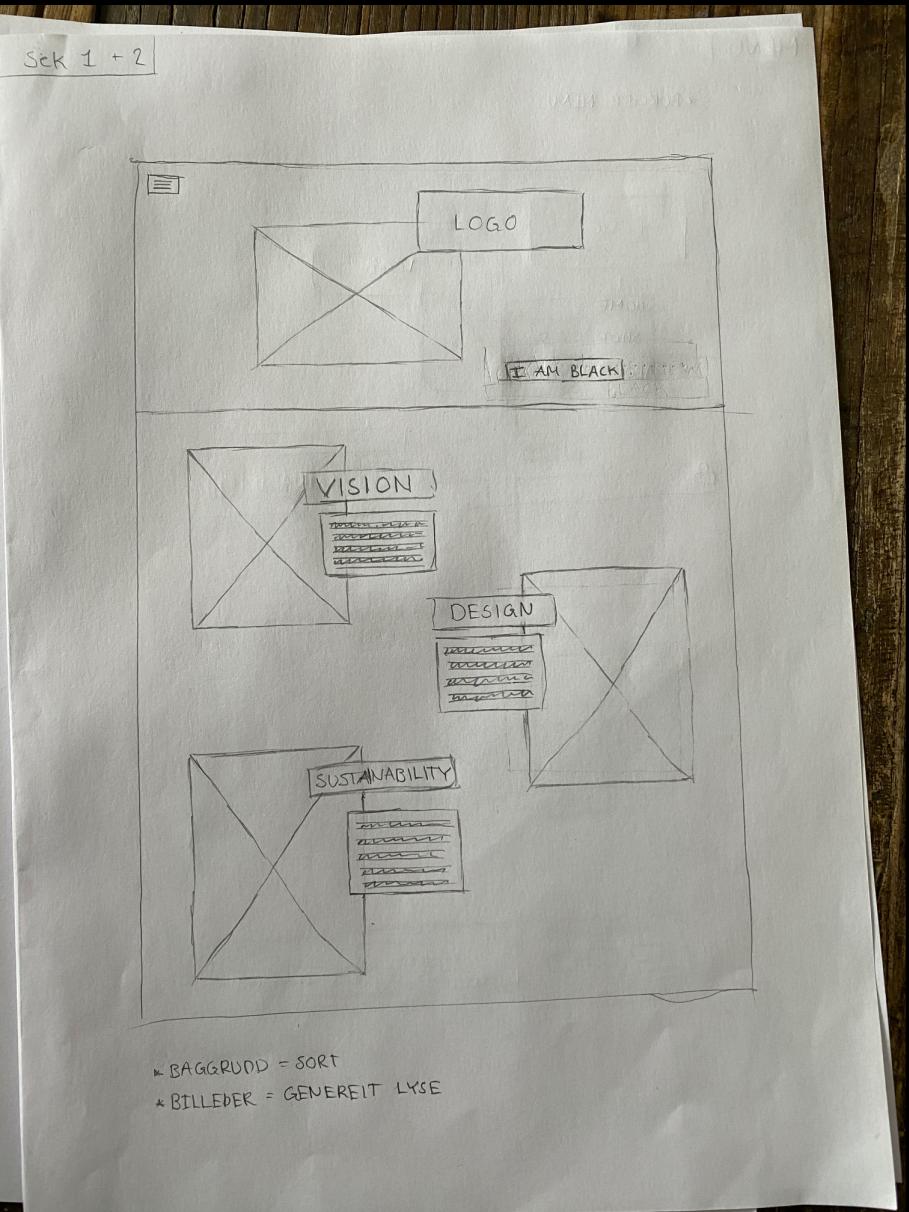


Stil:
Den generelle stil for sitet, er enkelt, funktionelt og vintage stil, med et strejf af craftsmanship. Det skal generelt være et let udtryk for produktet kommer i fokus med lys billedestil med produkterne.

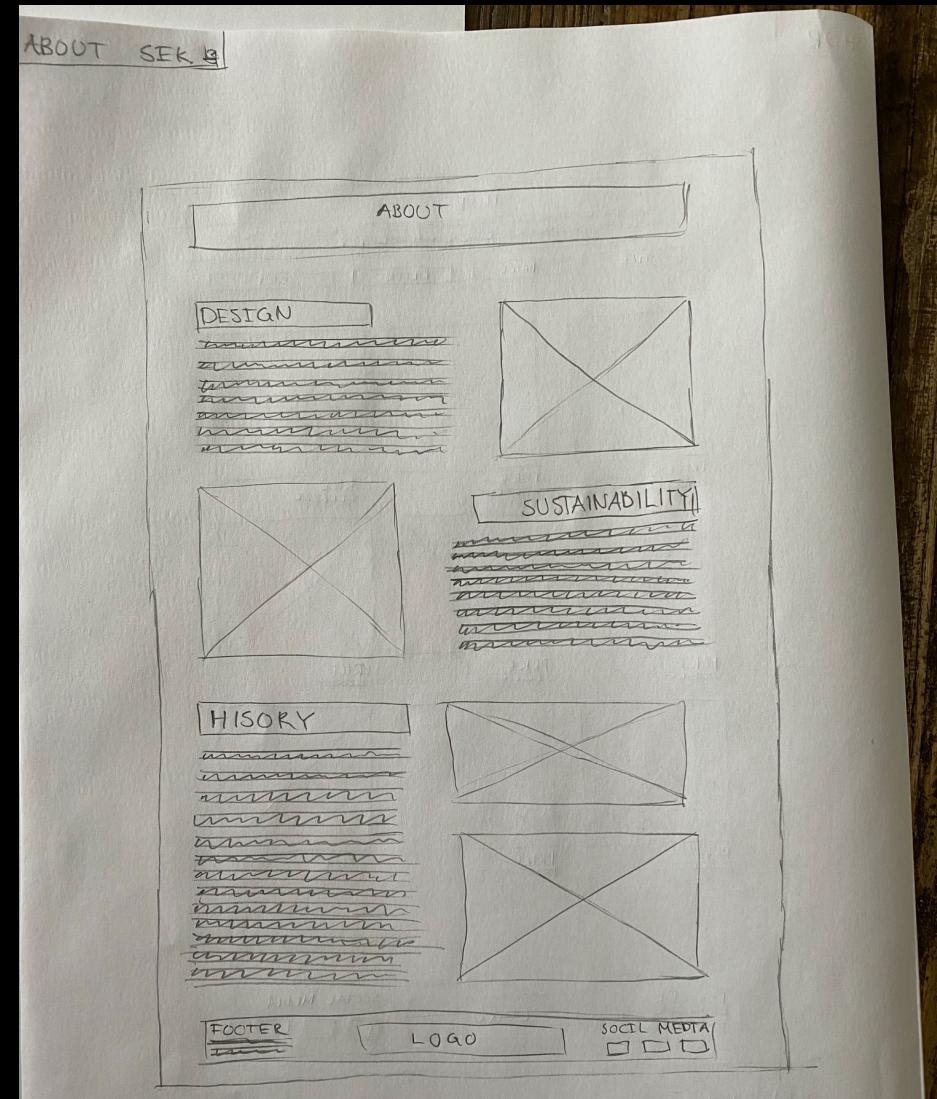
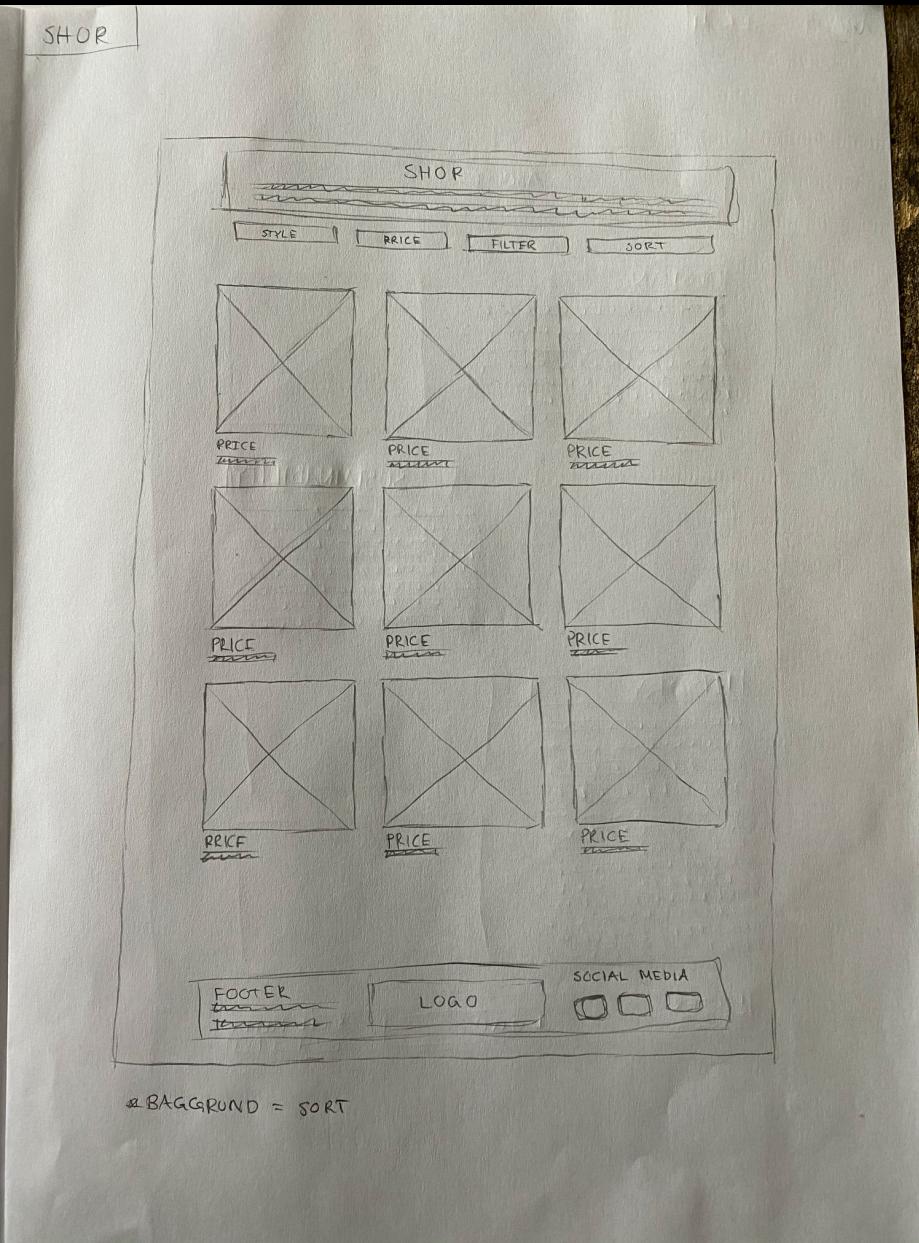
Billedestil:



SKITSER



Skitser





PROTOTYPE 1



B·BASICS

BLACK IS POWER, SOPHISTICATION AND PERSISTANCE. IT NEVER GOES OUT OF STYLE. CHOOSE YOUR STYLE WITH PERSISTANCE AND FIND YOUR POWER AND SOPHISTICATION.



B·BASICS

BASIC SHOP



NAME OF PRODUCT
PRICE

+

NAME OF PRODUCT
PRICE

+

B·BASICS

FRONTPAGE

SHOP

BASIC

WIDE

LONG

ORGANIC

ABOUT

CONTACT



Vision

OUR VISION IS TO CREATE A DIVERSE UNISEX BRAND, WHERE YOU CAN FIND YOUR PERSONAL STYLE THAT FITS YOU. WE WANT TO EMBRACE THE SOPHISTICATION, POWER AND PERSISTANCE THAT THE COLOR BLACK REPRESENTS. FIND YOUR STYLE AND FIT AND GET GOING.

HISTORY

IT ALL STARTED BY THE FACT THAT MANY SHOPS NEVER HAVE A SIMPLE OPTION FOR EVERYONE. COPENHAGEN IS HOME AND WHERE IT ALL BEGAN. WE MANAGED TO CREATE A BRAND THAT PERSONALISES THE SIMPLE, SOPHISTICATED POWER OF THE BLACK COLOR, WHERE IT IS POSSIBLE FOR EVERYONE TO FIND THEIR PERSONAL FIT AND STYLE.



SUSTAINABILITY

IS THE NEW VISION FOR THE NEW GENERATION AND FOR US. WE TRY OUR BEST TO BE SUSTAINABLE IN ALL ASPECTS WE CAN WHEN IT COMES TO PRODUCTION AND ORGANIC CHOICES. WE LEARN EVERYDAY AND WANT TO LEARN EVEN MORE.

FIRST NAME

LAST NAME

E-MAIL

ADDRESS

POSTAL CODE

COUNTRY

PHONE NUMBER



PRODUCT NAME

PRODUCT INFORMATION

SIZE | MODEL

50€

SUBTOTAL 150€



PRODUCT NAME

PRODUCT INFORMATION

SIZE | MODEL

50€

DELIVERY 10€



PRODUCT NAME

PRODUCT INFORMATION

SIZE | MODEL

50€

TOTAL 160€

PAYMENT

UX-feedback

Konklusioner:

- Der skal ændres farve på burger menu
- finde ændring mht. ikonet +
- Overskrift og omvendt design i kurven
- Tekst skal være mere læsbart
- Måske mindre billeder i shop.



FINAL PROTOTYPE