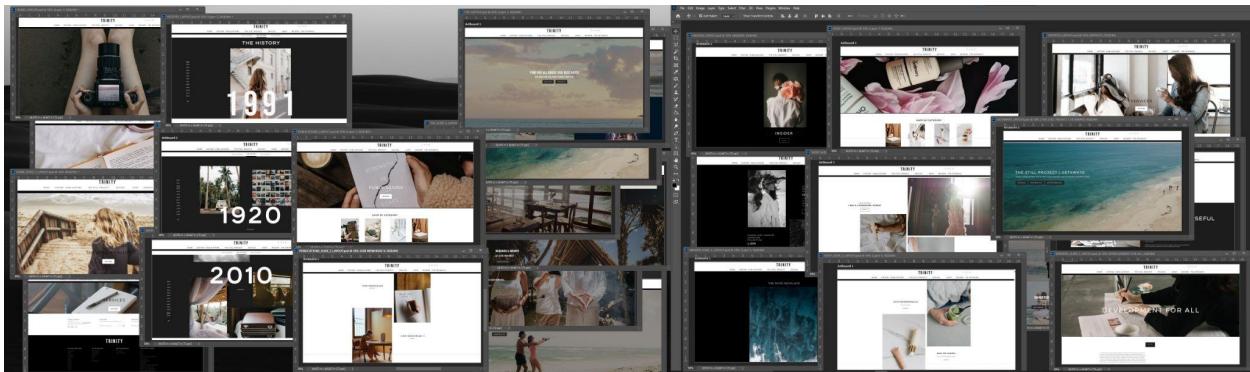


## TRINITY WEBPAGE BREAKDOWN

REFERENCE : [WWW.CHANEL.COM](http://WWW.CHANEL.COM)

### WEBSITE PAGE TABS:

HOME HISTORY PUBLICATIONS STILL SERVICES SHOP INSIDER GETAWAYS



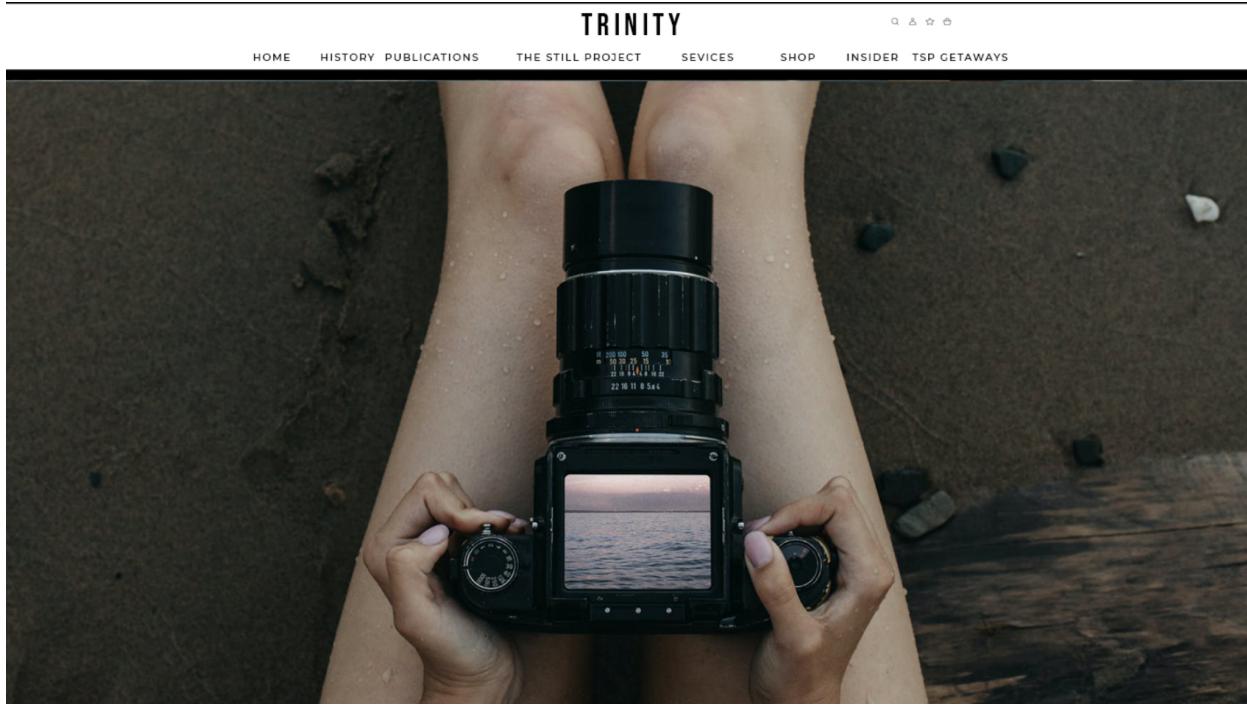
#### NOTES:

THIS HIGHLIGHT MEANS TO HIDE/DISABLE PUBLIC VISIBILITY FOR NOW.

THIS HIGHLIGHT MEANS TO LINK WITHIN THE TRINITYDANG.COM WEBPAGE.

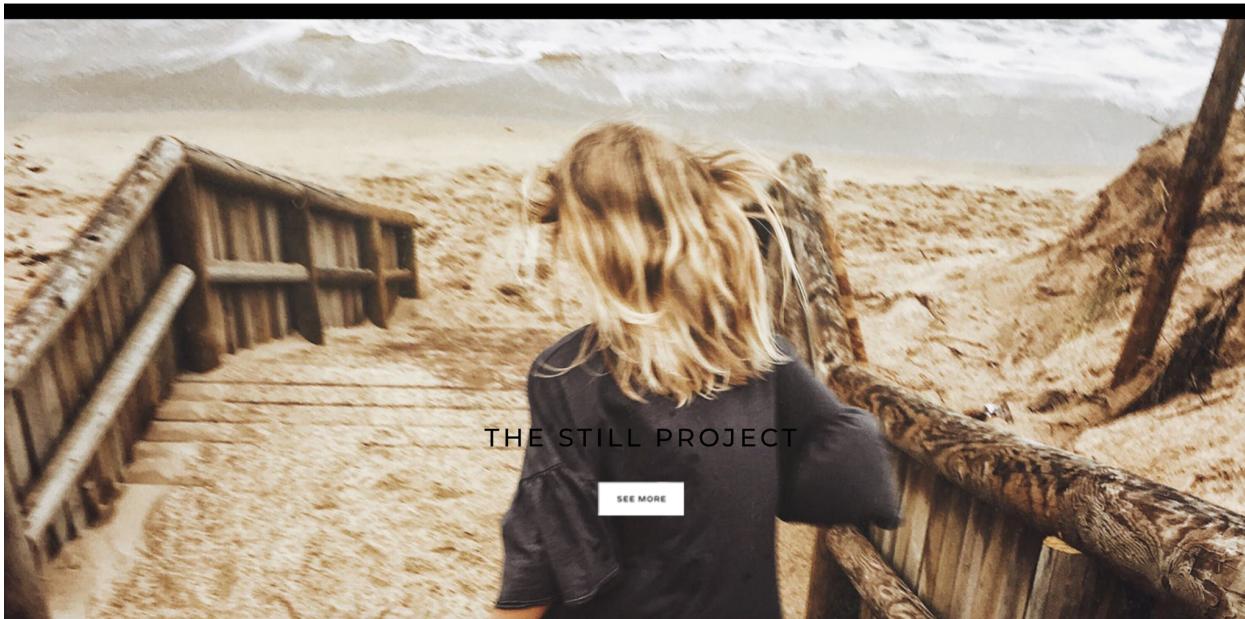
THIS HIGHLIGHT MEANS TO LINK OUTSIDE OF THE TRINITYDANG.COM WEBPAGE.

## PAGE 1. HOME : VISUAL OUTLINE



# TRINITY

HOME HISTORY PUBLICATIONS THE STILL PROJECT SERVICES SHOP INSIDER TSP GETAWAYS



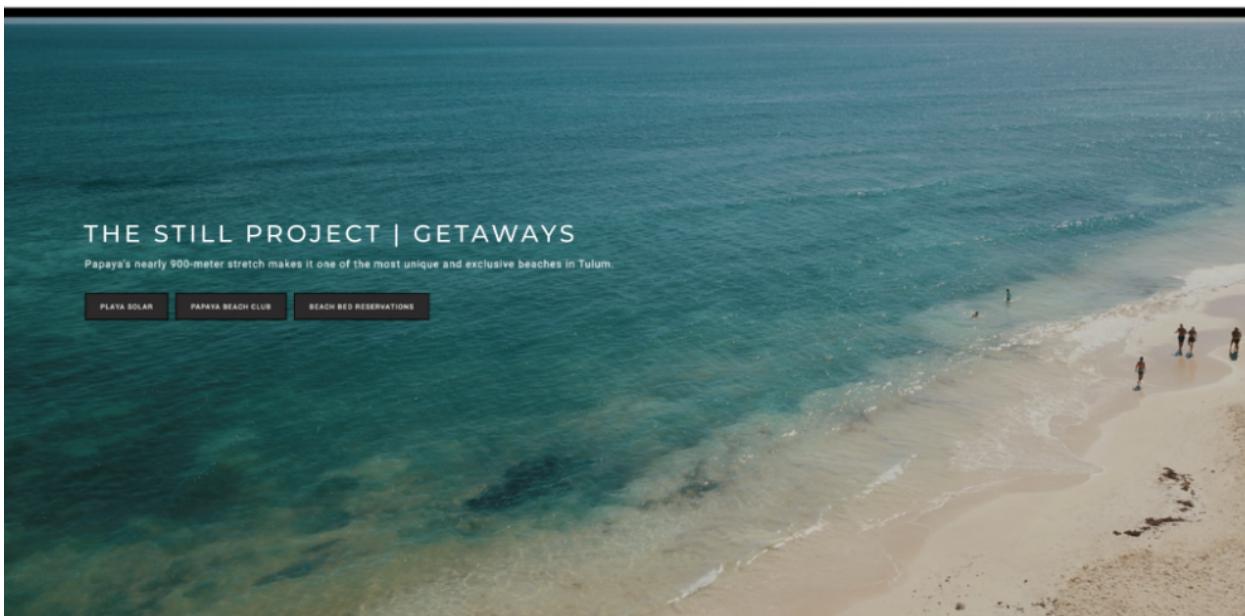
## THE STILL PROJECT

SEE MORE

# TRINITY

Q A ☆ ☰

HOME HISTORY PUBLICATIONS THE STILL PROJECT SERVICES SHOP INSIDER TSP GETAWAYS



## THE STILL PROJECT | GETAWAYS

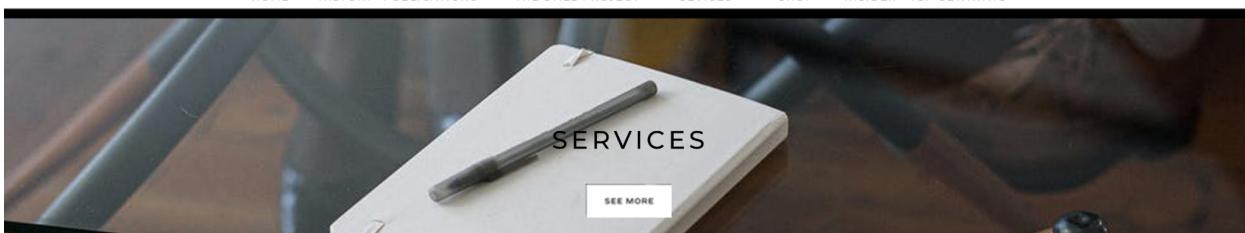
Papaya's nearly 900-meter stretch makes it one of the most unique and exclusive beaches in Tulum.

PLAYA SOLAR PAPAYA BEACH CLUB BEACH BED RESERVATIONS

# TRINITY

Q A ☆ ☰

HOME HISTORY PUBLICATIONS THE STILL PROJECT SERVICES SHOP INSIDER TSP GETAWAYS



SEE MORE

## Join the Movement

Follow us [@konmari.co/](#) Share your tidying trials and triumphs #mykonmari



**CONTACT AN ADVISOR**  
Available 24/7.  
To speak with Customer Care, call [1.800.550.0006](#) or  
use the chat and email services below.

[Chat](#) [Email](#) [Call](#)

**FIND A STORE**  
Enter a location to find the closest CHANEL address.

Search by town or zip code

**NEWSLETTER**  
Subscribe to receive news from CHANEL.

Enter your email address

## TRINITY

### EXPLORE CHANEL.COM

Haute Couture  
Fashion  
High Jewelry  
Fine Jewelry  
Watches  
Eyewear  
Fragrance  
Makeup  
Skincare  
Sephora

### ONLINE SERVICES

Payment Methods  
Shipping Options  
My Account  
Returns  
FAQ  
Care & Services

### BOUTIQUE SERVICES

Stores Locator  
Book an Appointment

### THE HOUSE OF CHANEL

Careers  
Legal  
Privacy  
Information About CCPA, Do Not Sell  
Report to Society  
 Fighting Counterfeits  
Accessibility  
California Transparency in Supply Chains  
CHANEL Racism Justice Efforts  
CHANEL COVID-19 Relief Efforts  
CHANEL - Empowers Black Athletes

## PAGE 1. HOME : *FUNCTIONALITY DETAILS OUTLINE*

- **HOME PAGE — “HOME” (page 1)**
  - **REFERENCE** <https://www.chanel.com/us/>
  - **DESCRIPTION:**
    - **TRINITY DANG LANDING GIF IMAGE/VIDEO HEADER**
    - **‘ABOUT/THE HISTORY’ IMAGE + TEXT CANVAS**  
**(CLICKABLE CTA TO ‘HISTORY’ PAGE 2)**
    - **‘BOOK/PUBLICATIONS’ G/F IMAGE + TEXT CANVAS**  
**(TRINITY’S BOOK COVER IMAGE PAINT STROKE IMAGE)**  
**(CLICKABLE CTA TO ‘PUBLICATIONS’ PAGE 3)**
    - **‘THE STILL PROJECT’ VIDEO / GIF IMAGE CANVAS**  
**(CLICKABLE CTA TO ‘STILL’ LANDING PAGE: PAGE 4)**
    - **‘SERVICES/ELEVATE WITH TRINITY’ IMAGE + TEXT**  
**CANVAS (CLICKABLE CTA TO ‘SERVICES’ PAGE 5)**
    - **\*SAVE/HIDE FOR FUTURE\***
    - **“TRINITY MENTEE INITIATIVE” IMAGE + TEXT CANVAS -**  
**(CLICKABLE CTA TO MENTORING SERVICES: PAGE 5a)**
    - **‘TRAVEL WITH TRINITY’ SHORT VIDEO / GIF IMAGE**  
**CANVAS + TEXT CANVAS (CLICKABLE CTA TO ‘STILL**  
**GETAWAYS’ PAGE 8)**
    - **‘SHOP TRINITY + CO’ IMAGE + TEXT CANVAS (CLICKABLE**  
**CTA TO ‘SHOP’ PAGE 6)**
    - **‘INSIDER/TRINITY TALKS’ IMAGE + TEXT CANVAS**  
**(CLICKABLE CTA TO ‘MEDIA BLOG/ INSIDER PAGE 7)**
    - **SHORT VIDEO / GIF IMAGE CANVAS**
    - **‘SIGN UP / LOVE LETTERS FROM TRINITY” IMAGE + TEXT**  
**(NEWSLETTER SIGN UP CTA CANVAS)**
    - **‘KEEP UP WITH TRINITY’ LIVE INSTAGRAM FEED CANVAS**  
**(LIVE INSTAGRAM FEED CAROUSEL CLICKABLE TO**  
**@TRINITYDANG INSTAGRAM HANDLE)**
    - **SOCIAL MEDIA CANVAS** (FACEBOOK, YOUTUBE,  
TWITTER, TUMBLR, SOCIAL MEDIA ICONS CLICKABLE TO  
@TRINITYDANG SOCIAL MEDIA PAGES)
    - **IMAGE / GIF CANVAS ‘TRINITY’S NOTE’ -- “ sending all my**  
love, Trinity. xx “
    - **WEBSITE FOOTER**

## PAGE 2. HISTORY : VISUAL OUTLINE

FUNCTIONALITY REFERENCE <https://www.chanel.com/us/about-chanel/the-founder/>



**"MAY MY LEGEND PROSPER  
AND THRIVE. I WISH IT A LONG  
AND HAPPY LIFE!"\***

\**The Allure of Chanel* by Paul Morand, Hermann, 1996

© Man Ray Trust / ADAGP Paris 2016

Gabrielle Chanel lived her life as she alone intended. The trials of a childhood as an orphan and the successes of an accomplished businesswoman gave birth to an extraordinary character; daring, free, and ahead of her time. Faithful friendships and passionate love affairs, as well as a thirst for culture, discovery and travel helped shaped her personality. A wardrobe freed from constraints and superfluity, tweaked with masculine accents, created a visionary allure that has become timeless and yet wildly modern. Pearls and diamonds casually paired with iconic perfumes have created a signature style... That of an avant-garde woman, a pioneer whose lifestyle and multiple facets forged the values of the House she founded, and who remains an inspiration for all women.

**TRINITY**



HOME

HISTORY PUBLICATIONS

THE STILL PROJECT

SEVICES

SHOP

INSIDER

TSP GETAWAYS

THE FOUNDER

THE HISTORY

THE STORIES

## THE HISTORY

1883  
1910  
1920  
1930  
1940  
1950  
1960  
1970  
1980  
1990  
2000  
2010  
2020



# 1991



1863  
1910  
**1920**  
1930  
1940  
1950  
1960  
1970  
1980  
1990  
2000  
2010  
2020



# 1920

DISCOVER &gt;

1863  
1910  
1920  
1930  
1940  
1950  
1960  
1970  
1980  
1990  
2000  
**2010**  
2020



# 2010

DISCOVER &gt;

## Join the Movement

Follow us [@konmari.co/](#) Share your tidying trials and triumphs #mykonmari



### CONTACT AN ADVISOR

Available 24/7.  
To speak with Customer Care, call [1.800.550.0006](#) or  
use the chat and email services below.

[Chat](#) [Email](#) [Call](#)

### FIND A STORE

Enter a location to find the closest CHANEL address.

Search by town or zip code

### NEWSLETTER

Subscribe to receive news from CHANEL.

Enter your email address

# TRINITY

### EXPLORE CHANEL.COM

Haute Couture

Fashion

High Jewelry

Fine Jewelry

Watches

Eyewear

Fragrance

Makeup

Skincare

Shampoo

### ONLINE SERVICES

Payment Methods

Shipping Options

My Account

Returns

FAQ

Care & Services

### BOUTIQUE SERVICES

Stores Locator

Book an Appointment

### THE HOUSE OF CHANEL

Careers

Legal

Privacy

Information About CCPA, Do Not Sell

Report to Society

Fighting Counterfeits

Accessibility

California Transparency in Supply Chains

CHANEL, Racial Justice Efforts

CHANEL, COVID-19 Relief Efforts

CHANEL, Empowers Black Athletes

## PAGE 2. HISTORY : *FUNCTIONALITY DETAILS OUTLINE*

- ❑ **ABOUT PAGE — “HISTORY” (page 2)**
  - ❑ **DESCRIPTION:** (REFERENCE ‘ABOUT CHANEL’ [‘THE FOUNDER’](#) + [‘THE HISTORY’ PAGE ON CHANEL.COM](#))
    - ❑ LANDING GIF IMAGE CANVAS HEADER (TRINITY + HER ANIMATED SIGNATURE)
    - ❑ QUOTE: “I AM SO BLESSED TO HAVE LEARNED SO MUCH, YET THERE IS SO MUCH MORE I ASPIRE TO GROW.”  
-TRINITY DANG 2021
    - ❑ TEXT CANVAS
      - ❑ Amongst many things, Trinity Dang is a self made model, entrepreneur, author, and international television host. Growing up in almost every part of the world, Trinity has embodied a deep spirit of culture, curiosity, and particularly, an extremely unique perspective. As a young adult, Trinity lived in over 6 different countries and traveled to over 100 different cities. Studying under some of the world’s most successful entrepreneurs, Trinity was integrated in building over a dozen start up companies. Online, she is a social phenomenon seen in commercials, magazines, and television series across the globe. Offline, Trinity is the co-founder of Mission Strategy: *MSTRAT*, a strategic consulting and production company where she consults, strategizes, recreates, and helps in building businesses from start to finish. She published *Her Memoriae*, a poetry, prose, and photo book sharing some of the most intimate thoughts from her personal journal, hoping to model transparency, vulnerability, and strength in courage, inspiring this younger generation everywhere. She is also the founder and CEO of *The Still Project*, a platform that brings global awareness to mental health and mindful living.

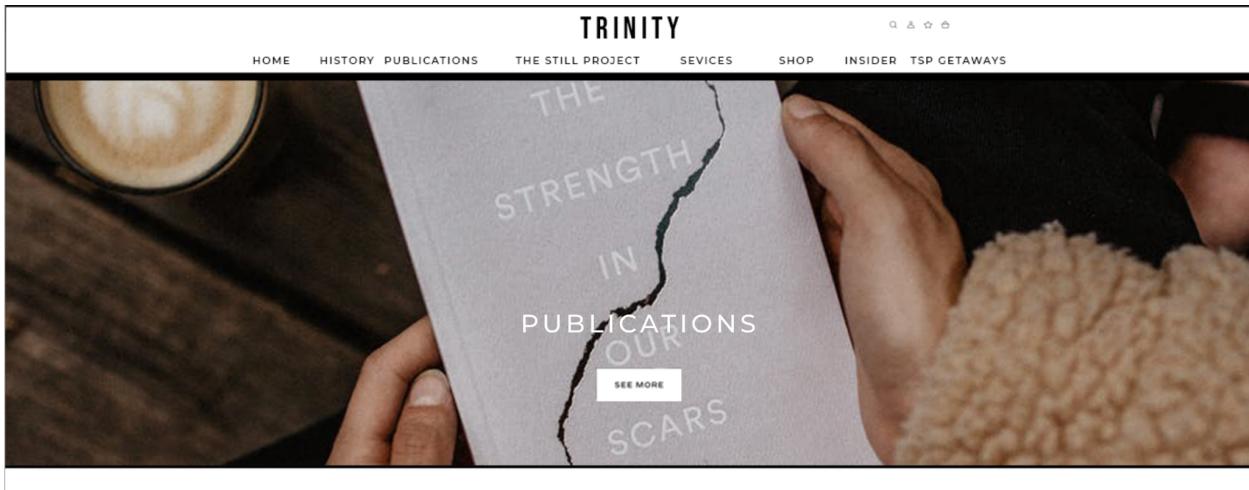
Trinity is a full time humanitarian, mental health advocate, and holistic health activist. Serving to bridge the gap between East and West -- Trinity is a voice for this generation, a beacon of love, hope, and light, fighting to break through the stigmatism surrounding mental health. Today, she aspires to continue sharing her story and investing in serving others, as well as building platforms that help support individuals along their own personal journeys.

- IMAGE + TEXT CANVAS “A LOOK BACK ON HISTORY.”
  - 1991 IMAGE + DETAILS :
    - Trinity is born on March 14th, 1991 in sunnyside California.
  - 2010 IMAGES + DETAILS HERE \_\_\_\_\_
  - 2011 IMAGES + DETAILS HERE \_\_\_\_\_
  - 2012 IMAGES + DETAILS HERE \_\_\_\_\_
  - 2013 IMAGES + DETAILS HERE \_\_\_\_\_
  - 2014 IMAGES + DETAILS HERE \_\_\_\_\_
  - 2015 IMAGES + DETAILS HERE \_\_\_\_\_
  - 2016 IMAGES + DETAILS HERE \_\_\_\_\_
  - 2017 IMAGES + DETAILS HERE \_\_\_\_\_
  - 2018 IMAGES + DETAILS HERE \_\_\_\_\_
  - 2019 IMAGES + DETAILS HERE \_\_\_\_\_
  - 2020 IMAGES + DETAILS HERE \_\_\_\_\_
  - 2021 IMAGES + DETAILS HERE \_\_\_\_\_

- LIVE INSTAGRAM FEED CANVAS -- “CONNECT WITH TRINITY” ([LIVE INSTAGRAM CAROUSEL PLUGIN CLICKABLE TO @TRINITYDANG](#))
- SOCIAL MEDIA CANVAS -- ([CLICKABLE SOCIAL MEDIA ICONS \(FB, TWITTER, TUMBLR, YOUTUBE\)](#))
- NEWSLETTER CANVAS -- “SIGN UP FOR LOVE LETTERS IF YOU HAVEN’T ALREADY” ([NEWSLETTER SIGN UP CTA CANVAS](#))
- IMAGE / GIF CANVAS ‘TRINITY’S NOTE’ -- “ sending all my love, Trinity. xx “
- WEBSITE FOOTER

## PAGE 3. PUBLICATIONS : VISUAL OUTLINE

### FUNCTIONALITY REFERENCE:



#### SHOP BY CATEGORY

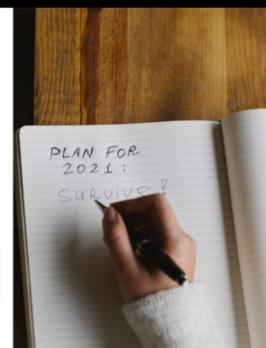


## TRINITY

HOME HISTORY PUBLICATIONS THE STILL PROJECT SERVICES SHOP INSIDER TSP GETAWAYS

### HER MEMORIAE

SHOP NOW



### HER MEMORIAE II

DISCOVER

# TRINITY

SEARCH

HOME

HISTORY PUBLICATIONS

THE STILL PROJECT

SEVICES

SHOP

INSIDER

TSP GETAWAYS

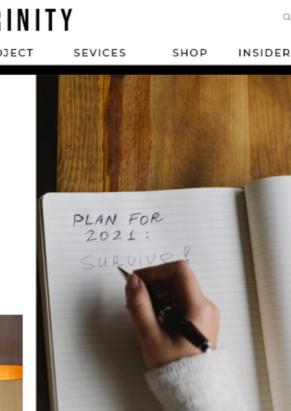
## HER MEMORIAE

SHOP NOW



## HER MEMORIAE II

DISCOVER



## HER MEMORIAE

SHOP NOW



## HER MEMORIAE II

DISCOVER

## Join the Movement

Follow us [@konmari.co/](#) Share your tidying trials and triumphs #mykonmari



**CONTACT AN ADVISOR**  
Available 24/7.  
To speak with Customer Care, call [1-800-550-0006](#) or  
use the chat and email services below.

[Chat](#) [Email](#) [Call](#)

**FIND A STORE**  
Enter a location to find the closest CHANEL address.

Search by town or zip code

**NEWSLETTER**  
Subscribe to receive news from CHANEL.

Enter your email address

## TRINITY

### EXPLORE CHANEL.COM

Haute Couture  
Fashion  
High Jewelry  
Fine Jewelry  
Watches  
Eyewear  
Fragrance  
Makeup  
Skincare  
Sephora

### ONLINE SERVICES

Payment Methods  
Shipping Options  
My Account  
Returns  
FAQ  
Care & Services

### BOUTIQUE SERVICES

Stores Locator  
Book an Appointment

### THE HOUSE OF CHANEL

Careers  
Legal  
Privacy  
Information About CCPA, Do Not Sell  
Report to Society  
Fighting Counterfeits  
Accessibility  
California Transparency in Supply Chains  
CHANEL Racism Justice Efforts  
CHANEL COVID-19 Relief Efforts  
CHANEL - Empowers Black Athletes

## PAGE 3. PUBLICATIONS : *FUNCTIONALITY DETAILS OUTLINE*

### BOOK PAGE — “*PUBLICATIONS*” (page 3)

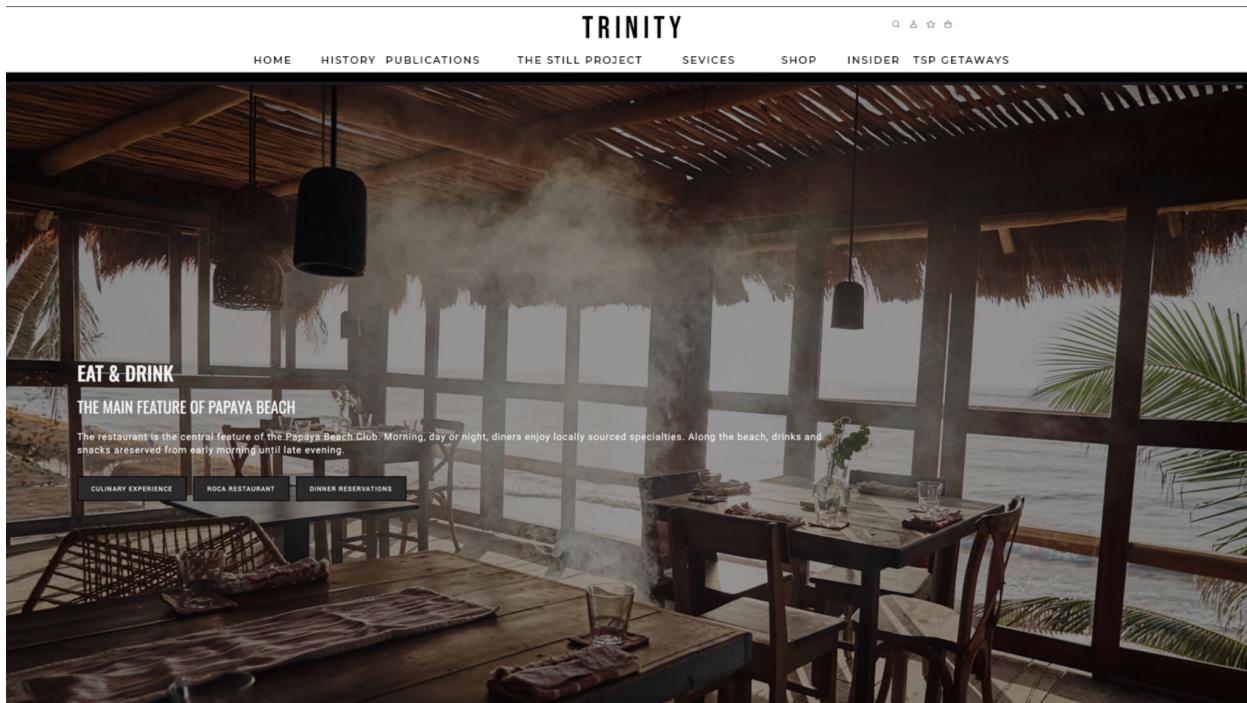
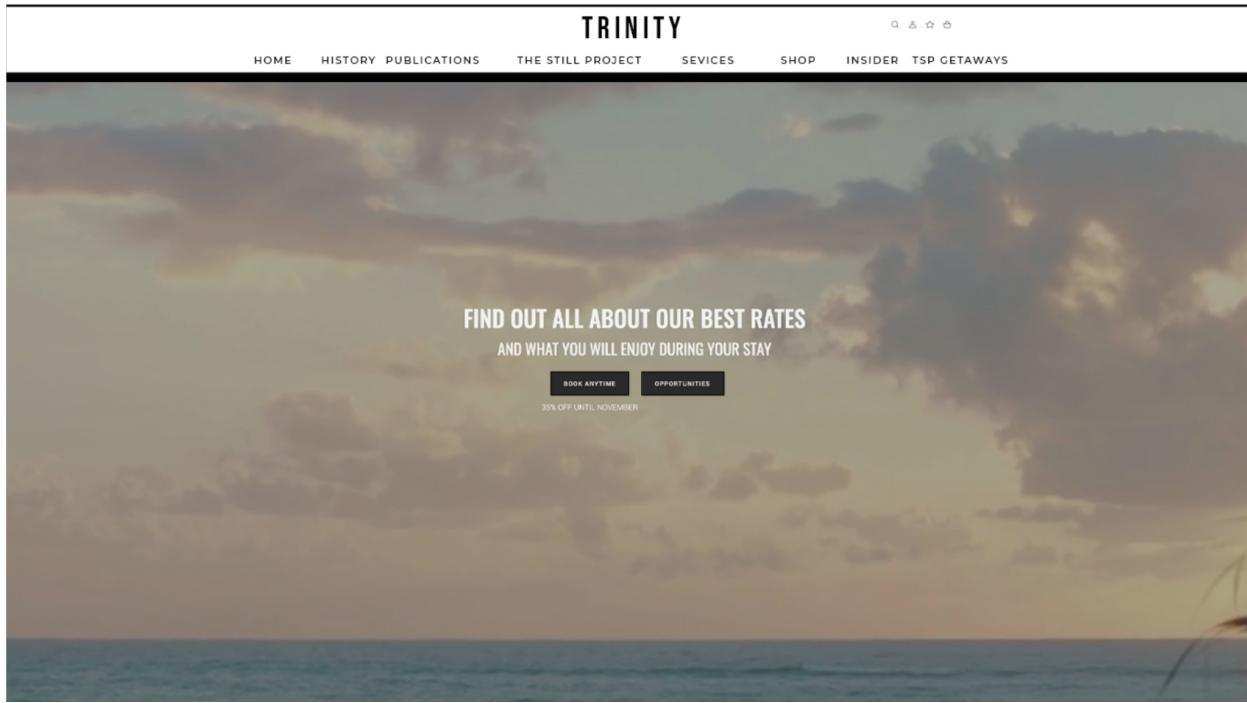
#### DESCRIPTION:

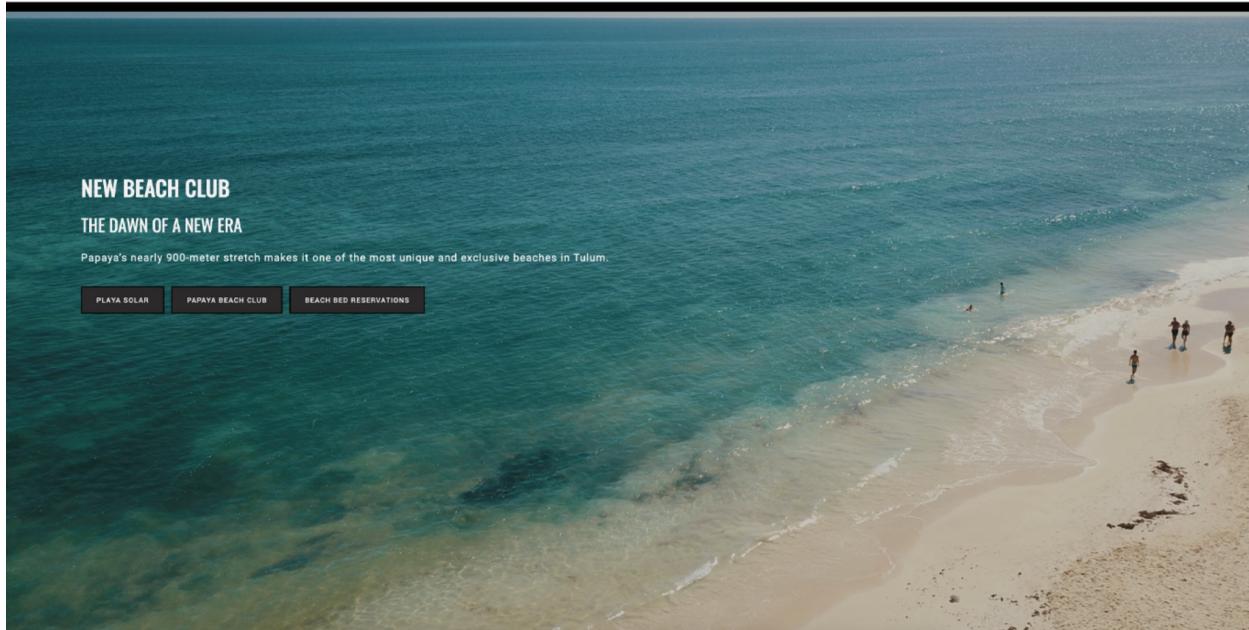
- LANDING GIF IMAGE “HER MEMORIAE” CANVAS HEADER
- IMAGE + TEXT CANVAS BRIEF “WRITTEN AND CURATED BY TRINITY DANG, HER MEMORIAE IS AN INSIDE LOOK ON SOME OF TRINITY’S MOST INTIMATE THOUGHTS FROM HER OWN PERSONAL JOURNAL. IT IS A COLLECTION OF PERSONAL POETRY PROSE AND PHOTOS.”
- VIDEO CANVAS -- TRINITY INTERVIEW STORY / SIZZLE OF HERMEMORIAE
- “YESSS.” PURCHASE CTA (CLICKABLE TO SHOP)
- IMAGE SNAP PROMOS OF HERMEMORIAE.
- PHOTO CAROUSEL OF BLOGGER SHOTS AND OTHER LIFESTYLE PRODUCT SHOTS OF HERMEMORIAE BOOK
- “SO MUCH YES” CTA (CLICKABLE TO SHOP)
- WORDS + TESTIMONIALS CANVAS (AUTO SCROLL)
- “AS SEEN ON” CREDENTIALS CANVAS (HIDE FOR NOW)
- “I NEED THIS” CLICKABLE CTA
- INSTAGRAM CANVAS (LIVE INSTAGRAM FEED CAROUSEL CLICKABLE TO @HERMEMORIAE INSTAGRAM HANDLE)

- IMAGE / GIF CANVAS ‘TRINITY’S NOTE’ -- “ sending all my love, Trinity. xx ”
- INSTAGRAM CANVAS (LIVE INSTAGRAM FEED CAROUSEL CLICKABLE TO @TRINITYDANG INSTAGRAM HANDLE)
- SOCIAL MEDIA (CLICKABLE SOCIAL MEDIA ICONS)
- EMAIL NEWSLETTER SIGNUP (NEWSLETTER CTA)
- WEBSITE FOOTER

## PAGE 4. STILL : VISUAL OUTLINE

### FUNCTIONALITY REFERENCE:





## NEW BEACH CLUB

### THE DAWN OF A NEW ERA

Papaya's nearly 900-meter stretch makes it one of the most unique and exclusive beaches in Tulum.

[PLAYA SOLAR](#)[PAPAYA BEACH CLUB](#)[BEACH BED RESERVATIONS](#)

# TRINITY

SEARCH

HOME HISTORY PUBLICATIONS THE STILL PROJECT SERVICES SHOP INSIDER TSP GETAWAYS



## WELLNESS

PPP IS FOCUSED ON HELPING GUESTS BE WELL

WELLNESS EXPERIENCE IMMERSION

# TRINITY

SEARCH

HOME HISTORY PUBLICATIONS THE STILL PROJECT SERVICES SHOP INSIDER TSP GETAWAYS

## JOIN OUR COMMUNITY

Be the first to know about exclusive offers, news & upcoming events at Papaya Playa Project.)

Your Name

Email Address

SUBMIT

## WEDDINGS & GROUPS

LET US BE YOUR HOST

WEDDING EXPERIENCE



## Join the Movement

Follow us [@konmari.co/](#) Share your tidying trials and triumphs #mykonmari



**CONTACT AN ADVISOR**  
Available 24/7.  
To speak with Customer Care, call [1.800.550.0006](#) or  
use the chat and email services below.

[Chat](#) [Email](#) [Call](#)

**FIND A STORE**  
Enter a location to find the closest CHANEL address.

Search by town or zip code

**NEWSLETTER**  
Subscribe to receive news from CHANEL.

Enter your email address

## TRINITY

### EXPLORE CHANEL.COM

Haute Couture  
Fashion  
High Jewelry  
Fine Jewelry  
Watches  
Eyewear  
Fragrance  
Makeup  
Skincare  
Sephora

### ONLINE SERVICES

Payment Methods  
Shipping Options  
My Account  
Returns  
FAQ  
Care & Services

### BOUTIQUE SERVICES

Store Locator  
Book an Appointment

### THE HOUSE OF CHANEL

Careers  
Legal  
Privacy  
Information About CCPA, Do Not Sell  
Report to Society  
 Fighting Counterfeits  
Accessibility  
California Transparency in Supply Chains  
CHANEL Racism Justice Efforts  
CHANEL COVID-19 Relief Efforts  
CHANEL - Empowers Black Athletes

## PAGE 4. STILL : *FUNCTIONALITY DETAILS OUTLINE*

### THE STILL PROJECT PAGE --- “STILL” (Page 4)

#### DESCRIPTION:

- LANDING VIDEO / GIF IMAGE CANVAS HEADER -- ‘THE STILL PROJECT’
- IMAGE + TEXT CANVAS BRIEF DESCRIPTION OF ‘THE STILL PROJECT’: “THE STILL PROJECT IS A GLOBAL PLATFORM DESIGNED TO HELP BRING AWARENESS TO MENTAL HEALTH AND SUPPORT IN IMPLEMENTING AND INCORPORATING A MORE MINDFUL DAILY LIFESTYLE.”
- VIDEO CANVAS -- TRINITY INTERVIEW STORY TESTIMONIAL OF STILL (HIDDEN FOR LATER)
- CLICKABLE IMAGE CANVAS OF STILL OFFERINGS -- LINK TO APPROPRIATE PAGE ( LIVE STILL PAGE, STILL ESSENTIALS, STILL GETAWAYS )
- ‘JOIN THE COMMUNITY!’ (CLICKABLE LINK TO STILL PRIVATE FB GROUP)
- ‘STAY UP TO DATE WITH STILL!’ (LINK TO STILL EMAIL SIGNUP FOR THE STILL PROJECT)
- IMAGE/VIDEO CANVAS CLICKABLE (LINK TO WWW.THESTILLPROJECT.COM)
- LIVE STILL INSTAGRAM CANVAS (LIVE INSTAGRAM FEED CAROUSEL CLICKABLE TO @THESTILLPROJECT INSTAGRAM HANDLE)
- SOCIAL MEDIA CANVAS (CLICKABLE SOCIAL MEDIA ICONS @THESTILLPROJECT)

WEBSITE FOOTER

## PAGE 5. SERVICES : VISUAL OUTLINE

### FUNCTIONALITY REFERENCE:

The image displays two screenshots of the Trinity website's Services page. The top screenshot shows a woman sitting at a desk, working on a laptop and holding a coffee cup, with a large window in the background. The word "SERVICES" is overlaid on the image, and a "SEE MORE" button is visible. The bottom screenshot shows a man and a woman standing in an office environment, looking at a table covered with various documents and papers. A large black overlay box on the right side contains the text "BEING A PURPOSEFUL EMPLOYER" and a "SEE JOBS" button.

TRINITY

HOME HISTORY PUBLICATIONS THE STILL PROJECT SERVICES SHOP INSIDER TSP GETAWAYS

SERVICES

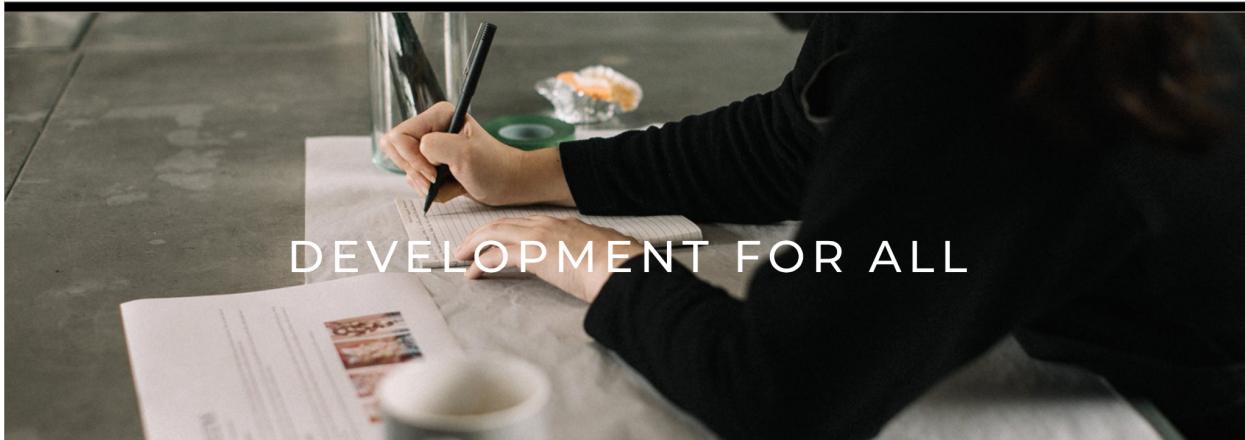
SEE MORE

TRINITY

HOME HISTORY PUBLICATIONS THE STILL PROJECT SERVICES SHOP INSIDER TSP GETAWAYS

BEING A PURPOSEFUL EMPLOYER

SEE JOBS



## DEVELOPMENT FOR ALL

[SEE JOBS](#)

We believe that all employees should be supported in developing their personal talents and careers. We strive to empower our people to realize their full professional and personal potential and achieve their ambitions by creating a culture that increases their capacity to learn, grow and innovate. We also believe development is fueled by an individual's sense of purpose and self-motivation and that this can stem from many sources. We offer opportunities for professional development through internal and external mobility assignments and challenging, fulfilling work that supports the business. We encourage a multi-experience career journey so that our people can learn from different types of work, leaders, environments and teams.

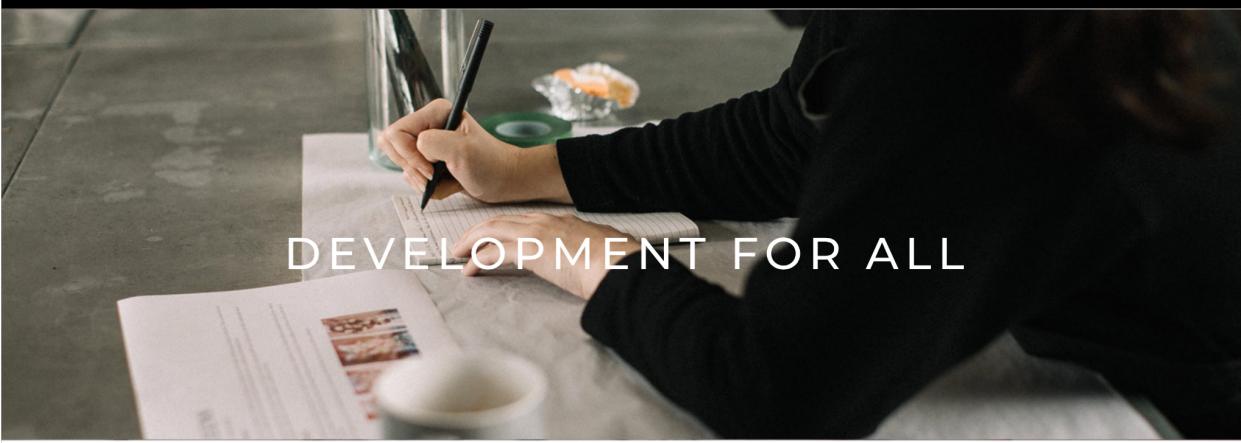


## BEING A PURPOSEFUL EMPLOYER

[SEE JOBS](#)

At Chanel, being a purposeful and human-driven employer means being intentional, meaningful and caring in inspiring our people.

We believe it is critical for the long-term success of our business to foster an environment that reflects our values, encourages and enables inclusion and fosters collaboration and well-being.



# DEVELOPMENT FOR ALL

[SEE JOBS](#)

We believe that all employees should be supported in developing their personal talents and careers. We strive to empower our people to realize their full professional and personal potential and achieve their ambitions by creating a culture that increases their capacity to learn, grow and innovate. We also believe development is fueled by an individual's sense of purpose and self-motivation and that this can stem from many sources. We offer opportunities for professional growth through leadership development, competency assignments and challenging, fulfilling work that supports the business. We encourage a multi-experience career journey so that our people can learn from different types of work, leaders, environments and teams.

## Join the Movement

Follow us [@konomari.co/](#) Share your tidying trials and triumphs #mykonomari

**CONTACT AN ADVISOR**

Available 7 days  
To speak with Customer Care, call 1.800.550.0005 or  
use the chat and email services below.

[Chat](#) [Email](#) [Call](#)
**FIND A STORE**

Enter a location to find the closest CHANEL store

 Search by town or zip code
**NEWSLETTER**

Subscribe to receive news from CHANEL

 Enter your email address

[OK](#)

# TRINITY

**EXPLORE CHANEL.COM**

Hair & Couture  
Fashion  
High Jewelry  
Fragrance  
Watches  
Eyewear  
Makeup  
Skincare  
Shoes

**ONLINE SERVICES**

Payment Methods  
Shipping Options  
My Account  
Returns  
FAQ  
Cars & Services

**BOUTIQUE SERVICES**

Store Locator  
Book an Appointment

**THE HOUSE OF CHANEL**

Careers  
Legal  
Privacy  
Information About CCPA Do Not Sell  
Report to State  
Fighting Counterfeits  
Accessibility  
California Transparency in Supply Chains  
CHANEL Retail Justice Efforts  
CHANEL COVID-19 Relief Efforts  
CHANEL ©2020. All rights reserved. CHANEL is a registered trademark of CHANEL S.A.

## PAGE 5. SERVICES : *FUNCTIONALITY DETAILS OUTLINE*

### SERVICES -- “SERVICES” (page 5)

#### DESCRIPTION:

- LANDING GIF IMAGE ‘ELEVATE WITH TRINITY’ HEADER
- IMAGE + TEXT CANVAS BRIEF:
  - Trinity is a strategist and serial entrepreneur specializing in concept, support, and growth development. She utilizes a different methodology of mindset and perspective with an approach based on intention and awareness. She is the co-founder of *MSTRAT: Mission Strategy*, a strategic production company building concepts from start to finish. Trinity is a voice for this generation, an inspiring writer, author, and speaker for self help, self growth, and self mastery. She is a Vietnamese American icon advocating for mental health, and is currently the founder and CEO for her own health and wellness company, *The Still Project*.
- IMAGE + TEXT CANVAS “STRATEGY + PRODUCTION / ELEVATE YOUR BUSINESS” ([CLICKABLE CTA LINK TO MSTRAT.CO](#))
- IMAGE + TEXT CANVAS “MINDFUL LIVING / ELEVATE YOUR LIFESTYLE” ([CLICKABLE CTA LINK TO THESTILLPROJECT.COM](#))
- IMAGE + TEXT CANVAS ‘WORDS + INSPIRATION / HER MEMORIAE THE BOOK’ ([CLICKABLE CTA LINK TO ‘HERMEMORIAE’ SHOP](#))
- IMAGE + TEXT CANVAS ‘SELF HEALTH ESSENTIALS’ ([CLICKABLE CTA LINK TO ‘T + CO SHOP ‘EBOOKS’](#))
- IMAGE + TEXT CANVAS ‘EVERYDAY ESSENTIALS’ ([CLICKABLE CTA LINK TO ‘T + CO SHOP’](#))
- IMAGE + TEXT CANVAS ‘MINDFUL ESSENTIALS’ ([CLICKABLE CTA LINK TO THE STILL PROJECT ‘SHOP’](#))
- IMAGE + TEXT CANVAS ‘TRAVEL + RETREATS / LET’S GETAWAY’ ([CLICKABLE CTA LINK TO THE STILL PROJECT ‘GETAWAYS’](#))
- \*SAVE/HIDE FOR FUTURE\*
- ‘MENTEE W TRINITY’ (page 5a) CANVAS + DESCRIPTION ([CTA CLICKABLE BUTTON LINK TO ‘MENTEE WITH TRINITY’ PAGE 5a](#))
  - ‘MENTEE’ LANDING PAGE
    - GIF IMAGE CANVAS HEADER
    - IMAGE + TEXT CANVAS EXPLAINING DETAILS + INFO BRIEF: *Everyone keeps asking me to offer some sort of coaching service, so after many months and much thought... here it is! dun da daaa!*

*TRINITY'S MENTEE INITIATIVE. Yup. Okay!  
Nothing more, nothing less. Simple, Straight  
forward, and created for YOU to learn what  
YOU are needing to learn.*

- VISUALLY ORGANIZED TEXT CANVAS WITH ICONS TO SHOW CUSTOMER DELIVERABLES "HERE'S HOW IT WORKS"
- SHORT CTA CANVAS WITH CTA SIGN UP BUTTON (CTA BUTTON LINK TO QUESTIONNAIRE 'APPLY TO BE A MENTEE NOW!'; SUBMIT TO CONTACT EMAIL UNDER SUBJECT "TRINITY'S MENTEE")
- VIDEO / GIF IMAGE CANVAS
- WORDS + TESTIMONIALS CANVAS
- VISUAL PACKAGE PROMO IMAGE + CHECKOFF LIST CANVAS
- (CTA BUTTON LINK TO QUESTIONNAIRE 'APPLY TO BE A MENTEE NOW!'; SUBMIT TO CONTACT EMAIL UNDER SUBJECT "TRINITY'S MENTEE")
- TEXT + IMAGE CANVAS (MEET TRINITY!)
  - BULLET POINTS ABOUT TRINITY
- VISUALLY ORGANIZED TEXT CANVAS "MY PROMISE TO YOU."
- "NEED MORE DETAILS?" TEXT + IMAGE CANVAS (INCLUDE BUTTON LINK CTA TO CONTACT EMAIL)
- TEXT CANVAS (WORDS OF UNDERSTANDING, ENCOURAGEMENT, + MOTIVATION)
- INSERT SHORT CANVAS FOR LAST CTA + TOP OF PAGE BUTTON

- 'LETS CONNECT!' (LIVE INSTAGRAM FEED CAROUSEL CLICKABLE TO @TRINITYDANG INSTAGRAM HANDLE)
- SOCIAL MEDIA (CLICKABLE SOCIAL MEDIA ICONS TO @TRINITYDANG)
- EMAIL NEWSLETTER SIGNUP (NEWSLETTER CTA)
- IMAGE / GIF CANVAS 'TRINITY'S NOTE' -- " sending all my love, Trinity. xx "
- WEBSITE FOOTER

## PAGE 6. SHOP : VISUAL OUTLINE

**TRINITY**

Q ⌂ ☆ ☰

HOME HISTORY PUBLICATIONS THE STILL PROJECT SERVICES SHOP INSIDER TSP GETAWAYS



SHOP BY CATEGORY

---









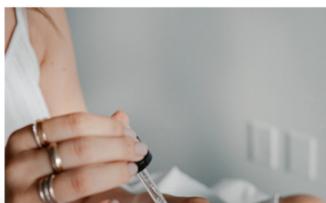
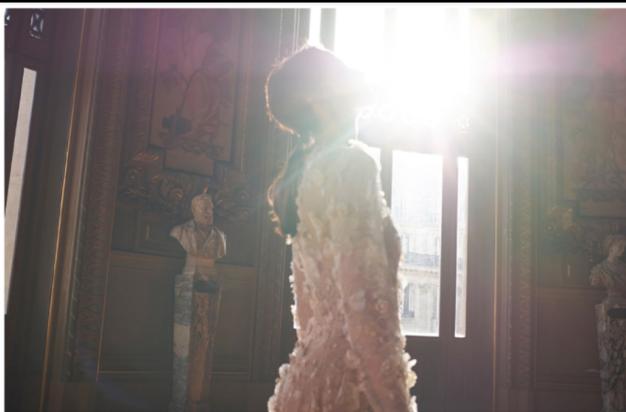
# TRINITY

SEARCH

HOME HISTORY PUBLICATIONS THE STILL PROJECT SERVICES SHOP INSIDER TSP GETAWAYS

CHANEL PARFUMEUR  
I AM A LINGERING SCENT

DISCOVER



# TRINITY

SEARCH

HOME HISTORY PUBLICATIONS THE STILL PROJECT SERVICES SHOP INSIDER TSP GETAWAYS

COCO MADEMOISELLE

Eau de Parfum Spray

SHOP NOW



BLEU DE CHANEL

Dive into the BLEU DE CHANEL universe

DISCOVER

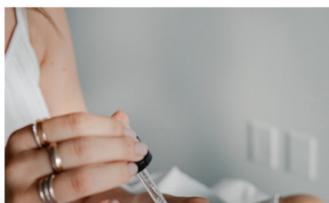
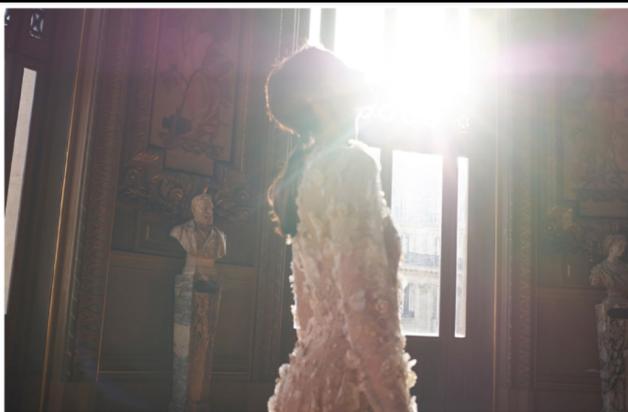
# TRINITY

SEARCH

HOME HISTORY PUBLICATIONS THE STILL PROJECT SERVICES SHOP INSIDER TSP GETAWAYS

CHANEL PARFUMEUR  
I AM A LINGERING SCENT

DISCOVER



# TRINITY

SEARCH

HOME HISTORY PUBLICATIONS THE STILL PROJECT SERVICES SHOP INSIDER TSP GETAWAYS

COCO MADEMOISELLE

Eau de Parfum Spray

SHOP NOW



BLEU DE CHANEL

Dive into the BLEU DE CHANEL universe

DISCOVER

## Join the Movement

Follow us [@konmari.co/](#) Share your tidying trials and triumphs #mykonmari



**CONTACT AN ADVISOR**  
Available 24/7.  
To speak with Customer Care, call [1-800-550-0006](#) or  
use the chat and email services below.

[Chat](#) [Email](#) [Call](#)

**FIND A STORE**  
Enter a location to find the closest CHANEL address.

Search by town or zip code

**NEWSLETTER**  
Subscribe to receive news from CHANEL.

Enter your email address

## TRINITY

### EXPLORE CHANEL.COM

Haute Couture  
Fashion  
High Jewelry  
Fine Jewelry  
Watches  
Eyewear  
Fragrance  
Makeup  
Skincare  
Sephora

### ONLINE SERVICES

Payment Methods  
Shipping Options  
My Account  
Returns  
FAQ  
Care & Services

### BOUTIQUE SERVICES

Stores Locator  
Book an Appointment

### THE HOUSE OF CHANEL

Careers  
Legal  
Privacy  
Information About CCPA, Do Not Sell  
Report to Society  
Fighting Counterfeits  
Accessibility  
California Transparency in Supply Chains  
CHANEL Racism Justice Efforts  
CHANEL COVID-19 Relief Efforts  
CHANEL - Empowers Black Athletes

## PAGE 6. SHOP : *FUNCTIONALITY DETAILS OUTLINE*

### PRODUCTS PAGE — “SHOP” (Page 6)

#### DESCRIPTION:

- LANDING VIDEO / GIF IMAGE HEADER -- ‘SHOP TRINITY + CO’
- \*SAVE/HIDE FOR FUTURE\*
- INTRO + BREAKDOWN TO SHOP PAGE : PACKAGES, PROGRAMS, PRODUCTS, BOOKS, EBOOKS, LIFESTYLE
- HER MEMORIAE HARDCOVER BOOK
- HER MEMORIAE SOFTCOVER BOOK
- HER MEMORIAE HARDCOVER SPECIAL EDITION SIGNED  
KEEPSAKE
- HER MEMORIAE SOFTCOVER SPECIAL EDITION SIGNED  
KEEPSAKE
- EBOOK 1
- EBOOK 2
- EBOOK 3
- COFFEE TABLE BOOK (COMING SPRING 2022)

- ‘LETS CONNECT!’ (LIVE INSTAGRAM FEED CAROUSEL CLICKABLE  
TO @TRINITYDANG INSTAGRAM HANDLE)
- SOCIAL MEDIA ICONS CANVAS (CLICKABLE SOCIAL MEDIA ICONS  
TO @TRINITYDANG)
- EMAIL NEWSLETTER SIGNUP (NEWSLETTER CTA)
- IMAGE / GIF CANVAS ‘TRINITY’S NOTE’ -- “ sending all my love,  
Trinity. xx ”
- WEBSITE FOOTER

## PAGE 7. INSIDER : VISUAL OUTLINE

---

**TRINITY**

🔍 ⚡ ☆ ☰

HOME HISTORY PUBLICATIONS THE STILL PROJECT SERVICES SHOP INSIDER TSP GETAWAYS



**INSIDER**

DISCOVER

---

---

**TRINITY**

🔍 ⚡ ☆ ☰

HOME HISTORY PUBLICATIONS THE STILL PROJECT SERVICES SHOP INSIDER TSP GETAWAYS

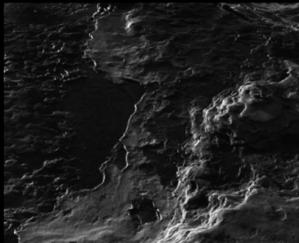


**CHANEL HIGH JEWELRY  
SIGNATURE  
COLLECTION**

**1932**

In 1932, Gabrielle Chanel would create her first and only High Jewelry collection; her creations defined by five codes: the leather, fringe, ribbon, sun and stars.

EXPLORE



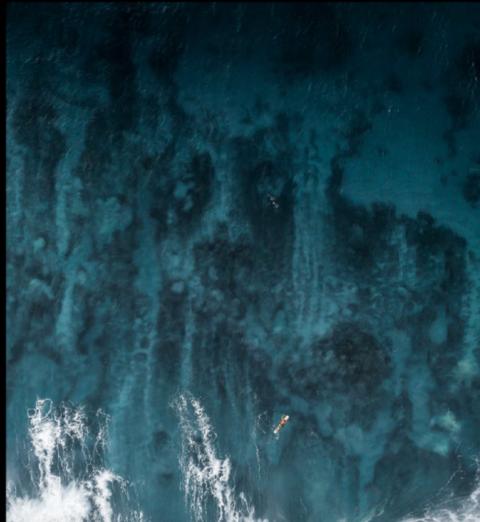
**CHANEL HIGH JEWELRY  
SIGNATURE  
COLLECTION**

**LION**

The lion is the talisman for CHANEL jewelry, representing Gabrielle Chanel, born August 19, 1883, under the sign of Leo.

---

## THE 55.55 NECKLACE



### Join the Movement

Follow us [@konmari.co](#) | Share your tidying trials and triumphs #mykonmari



#### CONTACT AN ADVISOR

Available 24/7  
To speak with Customer Care, call [2 800 550 0005](#) or  
use the chat and email services below.

[Chat](#) [Email](#) [Call](#)

#### FIND A STORE

Enter a location to find the closest CHANEL stores

Search by town or zip code

#### NEWSLETTER

Subscribe to receive news from CHANEL

Enter your email address

[OK](#)

# TRINITY

#### EXPLORE CHANEL.COM

Haut Couture  
Fashion  
High Jewelry  
Fine Jewelry  
Watsons  
Eyewear  
Fragrance  
Makeup  
Skincare  
Shampoo

#### ONLINE SERVICES

Payment Methods  
Shipping Options  
My Account  
Rewards  
FAQ  
Care & Services

#### BOUTIQUE SERVICES

Store Locator  
Book an Appointment

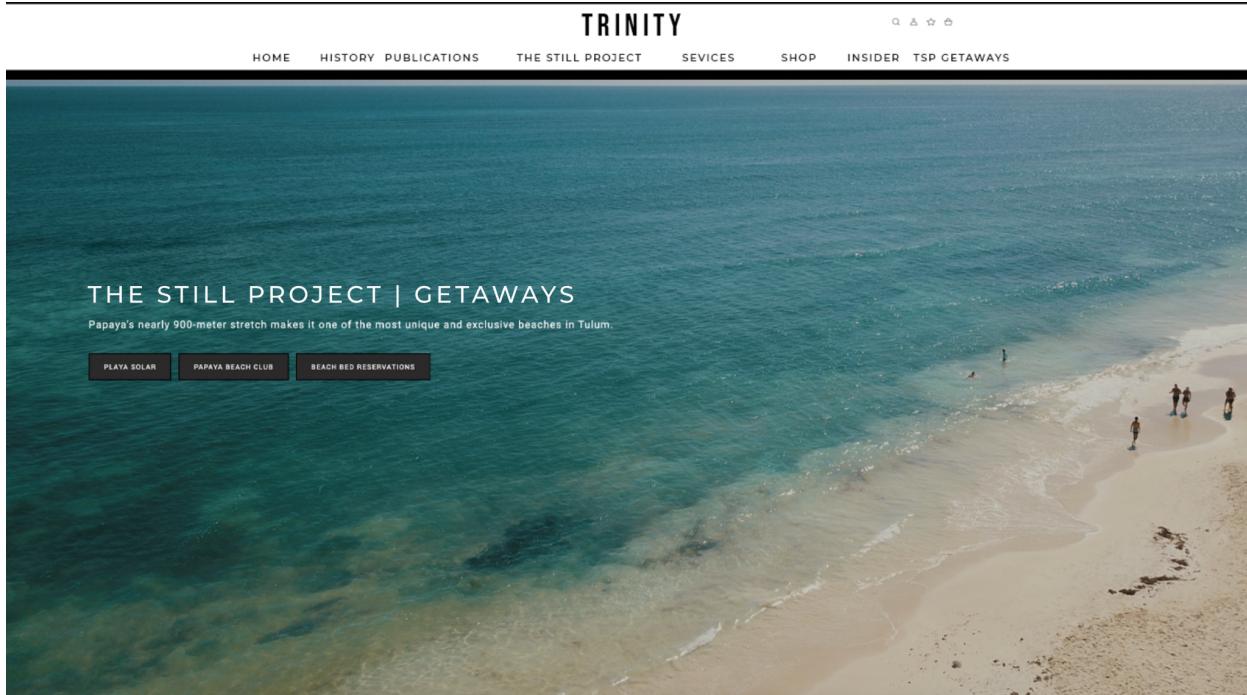
#### THE HOUSE OF CHANEL

Careers  
Legal  
Privacy  
Information About COPPA: Do Not Sell  
Report to Seller  
Fighting Counterfeits  
Accessibility  
California Transparency in Supply Chains  
CHANEL Recruit Justice Ponds  
CHANEL COVID-19 Relief Efforts  
[CHANEL COVID-19 Relief Efforts](#)

## PAGE 7. INSIDER : *FUNCTIONALITY DETAILS OUTLINE*

- ❑ MEDIA BLOG / INSIDER PAGE — “INSIDER” (Page 7)
  - ❑ DESCRIPTION: (SIMILAR TO ‘[HIGH JEWELRY](#)’ PAGE ON CHANEL.COM?)
    - ❑ LANDING GIF IMAGE HEADER “TRINITY TALKS”
    - ❑ TEXT CANVAS BRIEF ‘TRINITY TALKS “A COLLECTION OF WORDS, VIDEOS, AND EXPERIENCES FOR A DEEPER LOOK INTO TRINITY’S THOUGHTS AND INTROSPECTION. UNDERSTAND HER INSIGHT, INTENTIONS, AND PERCEPTION. EXPERIENCE MORE OF TRINITY’S PERSONAL JOURNEY THROUGH TRINITY TALKS: THE INSIDER.”
  - ❑ BLOGGING MEDIA TEMPLATE.
    - ❑ MEDIA BLOG CATEGORIES: “*THE INSIDER*”
    - ❑ TRAVEL
      - ❑ DESCRIPTION:
    - ❑ LIFESTYLE
      - ❑ DESCRIPTION:
    - ❑ MENTAL HEALTH
      - ❑ DESCRIPTION:
    - ❑ PHYSICAL HEALTH:
      - ❑ DESCRIPTION:
    - ❑ SPIRITUAL + EMOTIONAL HEALTH:
      - ❑ DESCRIPTION:
    - ❑ FOOD + NUTRITION
      - ❑ DESCRIPTION:
    - ❑ THOUGHTS, PERSPECTIVE, + INSIGHT
      - ❑ DESCRIPTION:
    - ❑ LIFE EXPERIENCES
      - ❑ DESCRIPTION
  - ❑ \*SAVE/HIDE FOR FUTURE\*
  - ❑ “TALK WITH TRINITY” CANVAS (IMAGE + TEXT CANVAS CTA TO MENTEE PROGRAM)
  - ❑ SHORT VIDEO / GIF IMAGE CANVAS (TALKING W TRINITY)
  - ❑ LIVE INSTAGRAM CAROUSEL CANVAS -- “STAY CONNECTED WITH TRINITY” (LIVE INSTAGRAM CAROUSEL PLUGIN CLICKABLE TO @TRINITYDANG)
  - ❑ SOCIAL MEDIA CANVAS -- (CLICKABLE SOCIAL MEDIA ICONS CANVAS (FB, TWITTER, TUMBLR, YOUTUBE))
  - ❑ IMAGE + TEXT CANVAS “PERSONAL LOVE LETTERS FROM TRINITY” (NEWSLETTER SIGN UP)
  - ❑ IMAGE / GIF CANVAS ‘TRINITY’S NOTE’ -- “ sending all my love, Trinity. xx ”
  - ❑ WEBSITE FOOTER

## PAGE 8. GETAWAY : VISUAL OUTLINE



TRINITY

HOME HISTORY PUBLICATIONS THE STILL PROJECT SERVICES SHOP INSIDER TSP GETAWAYS

ENJOY THE WEEK

PAPAYA PLAYA PROJECT IS TULUM'S CREATIVE PLAYGROUND

EVENT CALENDAR

IMMERSION  
INTO AUTHENTICITY

ABOUT IMMERSION GET TICKETS

STAR COLLECTOR

EXPERIENCE FIND OUT MORE



## EAT & DRINK

### THE MAIN FEATURE OF PAPAYA BEACH

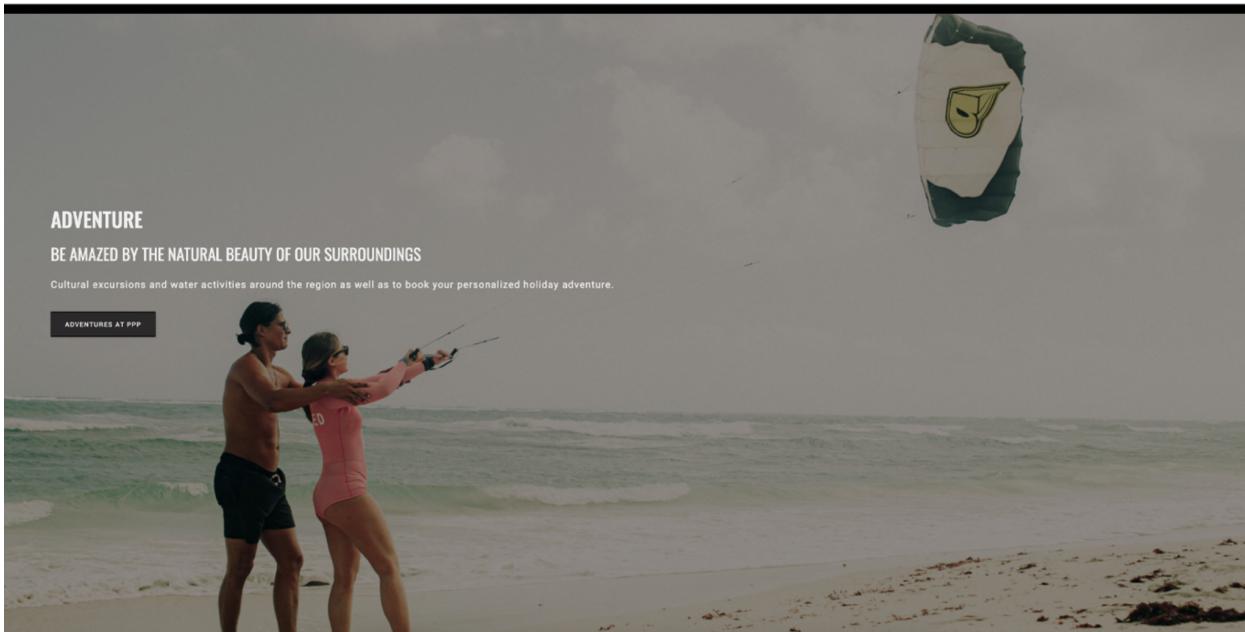
The restaurant is the central feature of the Papaya Beach Club. Morning, day or night, diners enjoy locally sourced specialties. Along the beach, drinks and snacks are served from early morning until late evening.

[CULINARY EXPERIENCE](#)[ROCA RESTAURANT](#)[DINNER RESERVATIONS](#)

## ADVENTURE

### BE AMAZED BY THE NATURAL BEAUTY OF OUR SURROUNDINGS

Cultural excursions and water activities around the region as well as to book your personalized holiday adventure.

[ADVENTURES AT PPP](#)

## JOIN OUR COMMUNITY

Be the first to know about exclusive offers, news & upcoming events at Papaya Playa Project :)

## WEDDINGS & GROUPS

LET US BE YOUR HOST

[WEDDING EXPERIENCE](#)

## WELLNESS

PPP IS FOCUSED ON HELPING GUESTS BE WELL

[WELLNESS EXPERIENCE](#)[IMMERSION](#)

**FIND OUT ALL ABOUT OUR BEST RATES  
AND WHAT YOU WILL ENJOY DURING YOUR STAY**[BOOK ANYTIME](#) [OPPORTUNITIES](#)

35% OFF UNTIL NOVEMBER

**Join the Movement**Follow us [@konmari.co/](#) Share your tidying trials and triumphs #mykonmari**CONTACT AN ADVISOR**Available 24/7  
To speak with Customer Care, call [2 800 550 0005](#) or  
use the chat and email services below.[Chat](#) [Email](#) [Call](#)**FIND A STORE**

Enter a location to find the closest CHANEL stores

Search by town or zip code

**NEWSLETTER**

Subscribe to receive news from CHANEL

Enter your email address  [OK](#)**EXPLORE CHANEL.COM**[Haute Couture](#)  
[Fashion](#)  
[High Jewelry](#)  
[Fine Jewelry](#)  
[Watsons](#)  
[Eyewear](#)  
[Fragrance](#)  
[Makeup](#)  
[Skincare](#)  
[Shampoo](#)**ONLINE SERVICES**[Payment Methods](#)  
[Shipping Options](#)  
[My Account](#)  
[Rewards](#)  
[FAQ](#)  
[Care & Services](#)**BOUTIQUE SERVICES**[Store Locator](#)  
[Book an Appointment](#)**THE HOUSE OF CHANEL**[Careers](#)  
[Legal](#)  
[Privacy](#)  
[Information About COPPA: Do Not Sell](#)  
[Report to Seller](#)  
[Fighting Counterfeits](#)  
[Accessibility](#)  
[California Transparency in Supply Chains](#)  
[CHANEL Recruit Justice Ponds](#)  
[CHANEL COVID-19 Relief Efforts](#)  
[CHANEL's Commitment to Diversity](#)

## PAGE 8. GETAWAY : FUNCTIONALITY DETAILS OUTLINE

- ❑ GETAWAY RETREATS — “TRAVEL WITH TRINITY/GETAWAYS” (PAGE 8)
  - ❑ VIDEO / GIF IMAGE CANVAS HEADER (A TRAVELING DREAM / STILL GETAWAYS)
  - ❑ IMAGE + TEXT CANVAS
    - ❑ GROWING UP EMBEDDED IN DIFFERENT CITIES, COUNTRIES, AND CULTURES, TRINITY CREATED A UNIQUE TRAVEL EXPERIENCE THAT COMBINES AND CULTIVATES BOTH THE JET SETTERS DREAM WITH A HOLISTIC MINDFUL LIFESTYLE.
    - ❑ QUOTE: “OUR GETAWAYS ARE CAREFULLY CURATED TO CULTIVATE BOTH MINDFULNESS AND LUXURY LIVING. THROUGH YEARS OF TRAVEL AND RESEARCH, HAVING THE OPPORTUNITY TO PERSONALLY SHARE WHAT I’VE EXPERIENCED WITH THE REST OF THE WORLD, IS AN ABSOLUTE DREAM.”
  - ❑ IMAGE + TEXT CANVAS : “STILL GETAWAYS IS THE RESULT OF A DREAM CONCEPT THAT WAS BROUGHT TO REALITY AFTER YEARS OF PLANNING AND PREPARATION. WITH STILL GETAWAYS, WE STRIVE TO PROVIDE A LAX-LUX EXPERIENCE. WE PROVIDE 7 DAYS ACCOMODATION IN A BREATHTAKING TROPICAL LOCATION, SERVING WITH THE INTENT TO DISCONNECT IN ORDER TO RECONNECT.”
  - ❑ STILL GETAWAY PROMO VIDEO (CLICKABLE CTA LINK TO [THESTILLPROJECT.COM/GETAWAYS](#))
  - ❑ ‘LEARN MORE’ CTA (LINK TO [THESTILLPROJECT.COM/GETAWAYS](#))
  - ❑ “APPLY NOW TO GETAWAY” CTA (CLICKABLE CTA LINK TO [THESTILLPROJECT.COM/GETAWAYS](#) SIGN UP PAGE)
  - ❑ STILL PROJECT LOGO, [CLICKABLE TO THESTILLPROJECT.COM](#)
  - ❑ ‘STAY UP TO DATE WITH STILL!’ (LINK TO STILL EMAIL SIGNUP FOR THE STILL PROJECT)
  - ❑ IMAGE/VIDEO CANVAS CLICKABLE LINK TO [WWW.THESTILLPROJECT.COM](#)
  - ❑ LIVE STILL INSTAGRAM CANVAS ([LIVE INSTAGRAM FEED](#) CAROUSEL CLICKABLE TO @THESTILLPROJECT INSTAGRAM HANDLE)
  - ❑ SOCIAL MEDIA CANVAS (CLICKABLE SOCIAL MEDIA ICONS [@THESTILLPROJECT](#))
  - ❑ WEBSITE FOOTER

## PAGE 9. CONTACT : *FUNCTIONALITY DETAILS OUTLINE*

- ❑ CONTACT PAGE — “CONTACT” (PAGE 9) (NO TAB. PUT IN FOOTER)
  - ❑ DESCRIPTION: CONTACT TRINITY DANG FOR INQUIRIES, PARTNERSHIPS, SPONSORSHIPS, MEDIA
    - ❑ LANDING GIF IMAGE CANVAS HEADER -- ‘GET IN TOUCH!’
    - ❑ INDIVIDUAL CATEGORIES: CLICKABLE BOX IMAGE —
      - ❑ “APPEARANCES + SPEAKING ENGAGEMENTS” (PHOTO OF TRINITY SPEAKING OR IN FRONT OF CROWD)
      - ❑ “PARTNERSHIPS” (BRAND PARTNERSHIP OPPORTUNITIES)
      - ❑ “NEWS + MEDIA” (OPPORTUNITIES TO FEATURE)
      - ❑ “BUSINESS INQUIRIES” (BUSINESS INQUIRIES)
      - ❑ “LOVE LETTERS TO TRINITY” ([LINK ALL CONTACT INQUIRIES TO TRINITY@TRINITYDANG.CO EMAIL](#))
    - ❑ “KEEP IN CONTACT” [NEWSLETTER CTA CANVAS](#)
    - ❑ [INSTAGRAM CAROUSEL CANVAS \(@TRINITYDANG\)](#)
    - ❑ [SOCIAL MEDIA ICON CLICKABLES \(@TRINITYDANG\)](#)
    - ❑ IMAGE / GIF CANVAS ‘TRINITY’S NOTE’ -- “ sending all my love, Trinity. xx ”
    - ❑ WEBSITE FOOTER.

## Join the Movement

Follow us [@konmari.co/](#) Share your tidying trials and triumphs #mykonmari



**CONTACT AN ADVISOR**  
Available 24/7.  
To speak with Customer Care, call [1-800-550-0006](#) or  
use the chat and email services below.

[Chat](#) [Email](#) [Call](#)

**FIND A STORE**  
Enter a location to find the closest CHANEL address.

Search by town or zip code

**NEWSLETTER**  
Subscribe to receive news from CHANEL.

Enter your email address

## TRINITY

### EXPLORE CHANEL.COM

Haute Couture  
Fashion  
High Jewelry  
Fine Jewelry  
Watches  
Eyewear  
Fragrance  
Makeup  
Skincare  
Sephora

### ONLINE SERVICES

Payment Methods  
Shipping Options  
My Account  
Returns  
FAQ  
Care & Services

### BOUTIQUE SERVICES

Stores Locator  
Book an Appointment

### THE HOUSE OF CHANEL

Careers  
Legal  
Privacy  
Information About CCPA, Do Not Sell  
Report to Society  
Fighting Counterfeits  
Accessibility  
California Transparency in Supply Chains  
CHANEL Racism Justice Efforts  
CHANEL COVID-19 Relief Efforts  
CHANEL - Empowers Black Athletes