

KMART FASHION

A fashion forum for women

STYLISIP

Life + style stuff for teens

SHOP WOMEN'S

SHOP JUNIORS

SHOP MEN'S



You're a woman, so dress like a woman



attention



Vintage American fashion



A collection that caters to curves

KMART FASHION

YOU MAKE THE CALL

PATTERN
VS.
CLASSICWHAT'S THE HOTTEST
LOOK FOR THIS SUMMER?VOTE and find out what
everyone else has to say!Like
Summer Dress
Shop now >Like
Summer Dress
Shop now >

YOU MAKE THE CALL

Lorem ipsum dolor sit amet. Vote now!

FACE YOUR WEDDING

MULTIPLE PERSONALITIES

HOT OFF THE BLOG

MILITARY CHIC
DECEMBER 21, 2011

One thing I find challenging about winter is how to layer pieces and still look fashion forward. One of my go-to fall must-haves is a plain long sleeve tee in bold color. The awesome thing about long sleeves is the versatility. For the nights that I am checking out a band, I especially like to pair the tee with tailored vests and denim.

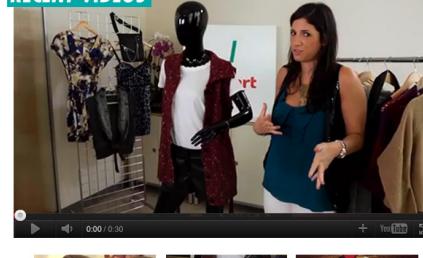
I'm a big fan of anything timeless and I find that the added touch of the bow on this chain cross body bag is the...

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Dolorum ai sit amet 12/14/11

Rhoncus congue urna elit nisi din vitae 12/10/11

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Kmart April 18

Who doesn't love a cute pair of new shoes? <http://kmrt.us/HNRTEG> — with Sonia Amanda Uresti Almanza and Cindy Moreno.

2 minutes ago via Facebook

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121 people like this.

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May 2 at 9:51am - Like

Janine Louise Garcia Nice for only 24.99
May 3 at 4:15pm - Like

Kmart Fashion Ysl Janine Louise Garcia all of them for only \$24.99!
May 4 at 9:38am - Like

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Praesent Feugiat tincidunt orci, id porttitor lorem illos sagittis sed. Etiam ipsum amet hendrerit. 18 seconds ago via Twitter

kmart [@kmart_fashion](#) non congue volubat, urna nibh mattis enim, ac rhoncus elit nisi ac nulla malesuada din vitae velit crid? 2 minutes ago via Twitter

Donee A velit interdum tortor consequat malesuada tincidunt euismod at nex. #ligulamet! 1 days ago via Twitter

kmart [@kmart_fashion](#) Integer Scelerisque, lorem vestibulum non congue volubat, urna nibh mattis enim, ac rhoncus elit nisi ac lorem ipsum dolor sit amet nulla malesuada!

2 minutes ago via Twitter

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Summary of Comments on kmt1148-Fall_12_KmartFashion_DAP_Blog_Wireframes_MASTER.pdf

Page: kmt1148-Fall_12_KmartFashion_FR2_1.jpg

Number: 1 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:18:25 AM
Displays animated GIF for rollover state.

Number: 2 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:19:21 AM
Social Icons link in a new window to same targets as current. Except new Instagram button

Instagram: links to <http://web.stagram.com/n/kmhartfashion/>

Number: 3 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:24:37 AM
Same Spotlight feature as current, but now auto-pages as a carousel. Once the user clicks on a tab, auto-page stops.

NOTE: would like to use tab states from PSD instead of web font.

Number: 4 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:24:53 AM
Voting Feature:

1. Voting feature lives in the Spotlight Tab
2. User casts their vote by clicking the Facebook Like button associated with an outfit. User has the option to enter a comment about what they like.
3. OnClick, vote is recorded as a like, Like buttons are removed and the Vote tally is shown.

Brian is looking to have the likes be attached to Photos, so images and captions would be uploaded to Facebook, likes would be recorded along with optional user comments. When likes appear in their Friends' Newsfeeds, they would feature the photo, text description (could be the caption or other copy) and the user's comments if any. People can view the photo and like it from their newsfeed, they can link to the photo. Brian may also be able to put a link to the product or to the voting page at KF/SS in the post as well..probably in the caption or share text.

Lastly, if the user is not logged into Facebook, a modal window will open when the like button is clicked to initiate login.

Number: 5 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:20:44 AM
Lookbook cover image

- Like SUWYG.com's Styling Fearlessly feature, load random cover image from pool of images.
- If WordPress team says its doable, clickthrough for cover image takes user to same outfit in the lookbook.

Number: 6 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:24:23 AM
Blog:

Uses same RSS -> JSON feed as previous, but with a few modifications:

1. Larger Featured Image: 250x325 (formerly 150x150)
2. Do not display any image from the blog post apart from the featured image.

Number: 7 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:21:16 AM
Instagram Feed:

- Display the 4 most recent images from Kmart Fashion Instagram Feed.
- Clicking on image opens Instagram image in a lightbox window (use method from SUWYG.com where first tab opens Ad layout)

Number: 8 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:23:58 AM
Video Player with Carousel

Carousel is fed by playlist.

- If Playlist is greater than 3, display scroll arrows.
- If no videos precede the clip displayed in 1st position in the carousel, hide left arrow.
- If no videos come after clip displayed in the 3rd position, hide right arrow.
- Clicking right or left arrows advances next (or previous) 3 clips to display.
- If fewer than 3 clips remain next in playlist (or previous) advance only the remaining clips into display.

- Thumbnail Images

Comments from page kmt1148-Fall_12_KmartFashion_FR2_1.jpg continued on next page

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May 4 at 9:38am - Like

Write a comment...

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2 minutes ago via Facebook

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TWITTER

Präsent Feugiat tincidunt orci, id porttitor lorem illos sagittis sed. Etiam ipsum amet hendrerit. 18 seconds ago via Twitter

kmart Scelerisque lorem [#vestibulum](#) non congue volutat, una nibh mattis enim, ac rhoncus elit nisi ac nulla malesuada din vitae velit crid? 2 minutes ago via Twitter

Donee A velit interdum tortor consequat malesuada tincidunt euismod at nex. [#ligulamet](#) 1 days ago via Twitter

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- Normal State: Features thumbnail image from video
- OnRollover: Opacity of Thumbnail drops to 50%
- OnClick: Video loads into video player and plays.
- Activated State: Opacity of Thumbnail drops to 50%

First thumbnail image is the default clip. At Page Load, this video is loaded in the player. Player must press play icon to play video. Player controls are visible and YouTube play icon. in addition to play icon.

Number: 9 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:21:44 AM
Follow Us button:

Target = "_blank"
<http://web.stagram.com/n/kmartfashion/>

Number: 10 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:22:02 AM
Like the current Fashion Authorities:

ON Rollover:
On Click: opens light box with Biographical information.

Number: 11 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:23:22 AM
Facebook feature pulls in the most recent, featured story from the Kmart Fashion Timeline.

Requires custom development.

- image is scaled to width of 582px.
- Profile Pic, Username and Date of Post are listed (as seen on timeline).
- Text of post is displayed (as seen on
- Like/Comment Share is shown (as seen in timeline)
- Comments are displayed.

Number: 12 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:22:37 AM
Follow Us button:

Target = "_blank"
<http://twitter.com/#!/kmartfashion>

Number: 13 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:22:59 AM
Follow Us button:

Target = "_blank"
<http://www.facebook.com/KmartFashion>

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SHOP JUNIORS

SHOP MEN'S



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attention



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YOU MAKE THE CALL



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vs.
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LOOK FOR THIS SUMMER?VOTE and find out what
everyone else has to say!

102 VOTES

Summer Dress

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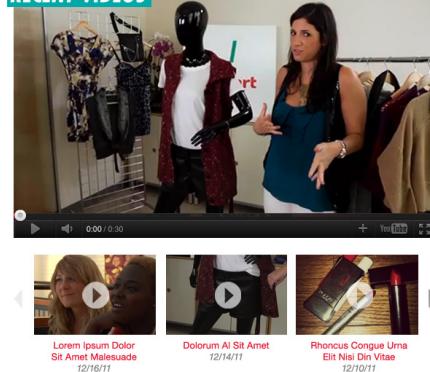
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Kmart Fashion Ysl Janine Louise Garcia all of them for only \$24.99!

kmart May 4 at 9:39am · Like

Write a comment...

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Luz



Nicole



Stephanie

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Praesent Feugiat tincidunt orci, id porttitor lorem illos sagittis sed. Etiam ipsum amet hendrerit.

Integer Scelerisque lorem vestibulum non congue volutpat, urna nibh mattis enim, ac rhoncus elit nisi ac nulla malesuada din vitae velit crid?

Donee A velit interdum tortor consequat malesuada tincidunt euismod at nex. #igulamef

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Page: kmt1148-Fall_12_KmartFashion_FR2_1_1.jpg

Number: 1 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:25:21 AM

Voting feature: Post Vote results tally shown here.

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102 VOTES

Summer Dress

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HOT OFF THE PRESS

MILITARY CHIC

DECEMBER 21, 2011

One thing I find challenging about layer pieces and still look fresh. One of my go-to fall must-haves is a sleeve tee in bold color. The awesomeness of long sleeves is the versatility that I am checking out at the moment. I especially like to pair the tee with denim.

I'm a big fan of anything timeless. The added touch of the bow on the body bag is the...

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1
HOW OLD ARE YOU?

I'm 19.

WHAT DO YOU DO?

I go to film school at Parsons.

WHAT'S YOUR SIGNATURE LOOK?

I wear a lot of black because it looks good.

WHAT WOULDN'T YOU CAUGHT DEAD WEARING?

I don't like those huge nerd trendy glasses.

WHAT IS YOUR PROUDEST FASHION MOMENT?

I have a favorite dress I just got.

ARE THERE ANY TRENDS YOU WISH YOU COULD PUT TO BED?

I don't like those huge nerd trendy glasses.

DO YOU HAVE A FAVORITE BLOG?

I used to read blogs more often.

WHAT INSPIRES YOU?

TV inspires me.

CLOSE X

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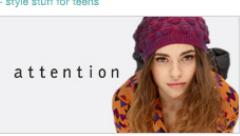
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Page: kmt1148-Fall_12_KmartFashion_FR2_4.jpg

Number: 1 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:26:48 AM

- Headline & Questions are delivered as images.
- Answers are delivered as san-serif web font.



You're a woman, so dress like a woman

Sophisticated fashion with an edge

Vintage American fashion

A collection that caters to curves

KMART FASHION



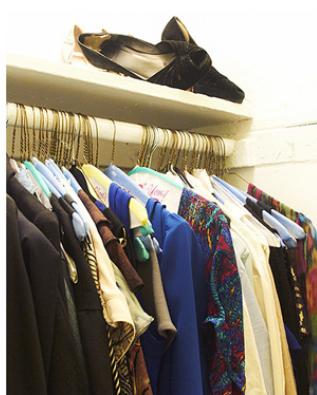
MILITARY CHIC

DECEMBER 21, 2011

How To Wear It | No Comments

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For the nights that I am checking out a band, I especially like to pair the tees with tailored vests and denim. I'm a big fan of anything timeless and I find that the added touch of the bow on this chain cross body bag is the perfect add-on for the jeans/tee kind of day. The perfect shoe is essential in jazzing up your tee. These lace heels give you height and are comfortable.



Comments > 3

Tweet

Pin it

Like

Beauregard Moody and 886,681 others like this.

HOLIDAY GLAM LOOK

DECEMBER 3, 2011

How To Wear It | No Comments

Get a glamorous and quick holiday look with my easy 5-minute tutorial!



Comments >

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Pin it

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Beauregard Moody and 886,681 others like this.

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Page: kmt1148_kmart_fashion_blog_FR2.jpg

Number: 1 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:27:50 AM
Blog Index Page:

1. Features complete blog entries and social sharing plugins. Blog entries continuously scroll on the index page.
2. User links through to Blog Post page to view comment threads and leave comments of their own.
3. Featured Image is hidden from blog index and blog post pages. (Featured image is 250x325 and displayed only on Kmart Fashion and StyleSlip DAP pages.)

Number: 2 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:28:04 AM
Headline: Links to Blog Post Page

Number: 3 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:28:22 AM
Comments: Links to Blog Post page



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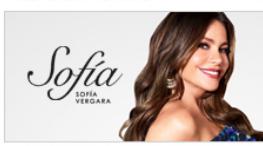
STYLESIP

Life + style stuff for teens

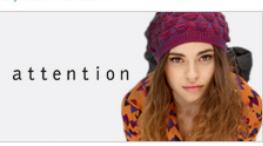
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Email *

Website

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Page: kmt1148_kmart_fashion_blog_post_FR2.jpg

Number: 1 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:28:49 AM

Changes to Blog Post page:

1. Back to Blog links back to blog index page.
2. Featured image is hidden from view
3. All images associated with a blog post are posted at the end of the blog post via the Wordpress HTML editor.
4. New Pinterest "Pin It" Social Plug in.

Page: kmt1148-Fall_12_StyleSip_FR2_1.jpg

Number: 1 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:31:59 AM

Features on the StyleSip DAP page use the same functionality as depicted in the Kmart Fashion page except where indicated on this page.

Number: 2 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:29:45 AM

Social Icons link in a new window to same targets as current. Except new Instagram button

Instagram: links to <http://web.stagram.com/n/stylesip/>

Number: 3 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:30:48 AM

Follow Us button:

Target = "_blank"

<http://web.stagram.com/n/stylesip/>

Number: 4 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:31:18 AM

Follow Us button:

Target = "_blank"

<http://twitter.com/#!/stylesip>

Number: 5 Author: dhumiston Subject: Sticky Note Date: 7/9/12 10:31:40 AM

Follow Us button:

Target = "_blank"

<http://www.facebook.com/Stylesip>