Design Document

Name of site/company:

Ivory Lace

Description of your design concept/approach:

I've been interested (and held a few positions) in the fashion industry for years. However, bridal couture and wedding styles offer the greatest representation to what I love about fashion. Feminine, girly ideals mixed with contemporary styles, colors, and textures.

For this project, I decided to create a retail website with additional wedding-related services to brides, the core customer base. Ideally, I will have a 'Designers' page showcasing the different wedding dresses the 'store' has in stock. But, I haven't used Bootstrap before, and high quality pictures (in the class requirements) were very hard to find, so I am setting that as a stretch goal.

What you hope to accomplish with your design concept/approach:

- Practice for retail industry websites
- See what problems might occur so I can be prepared for similar projects in the future
- A generally aesthetically pleasing site for bridal couture / wedding dresses

Other sites for reference:

BHLDN https://www.bhldn.com
Catherine Deane https://catherinedeane.com/
Nordstrom – Womens'
https://shop.nordstrom.com/c/women?origin=topnav&cm_sp=Top%20Navigation-_-Women

Other sites for comparable businesses that justify your concept/approach:

Here are some brands / companies that I want to work for, but I think their website code lacks clarity. It seems like many of them also rely on Squarespace, which is a client management software and hosting server bundled together. Using Squarespace appears to offer varying levels of customization and design – there is no consistency among the companies, despite them using the same software.
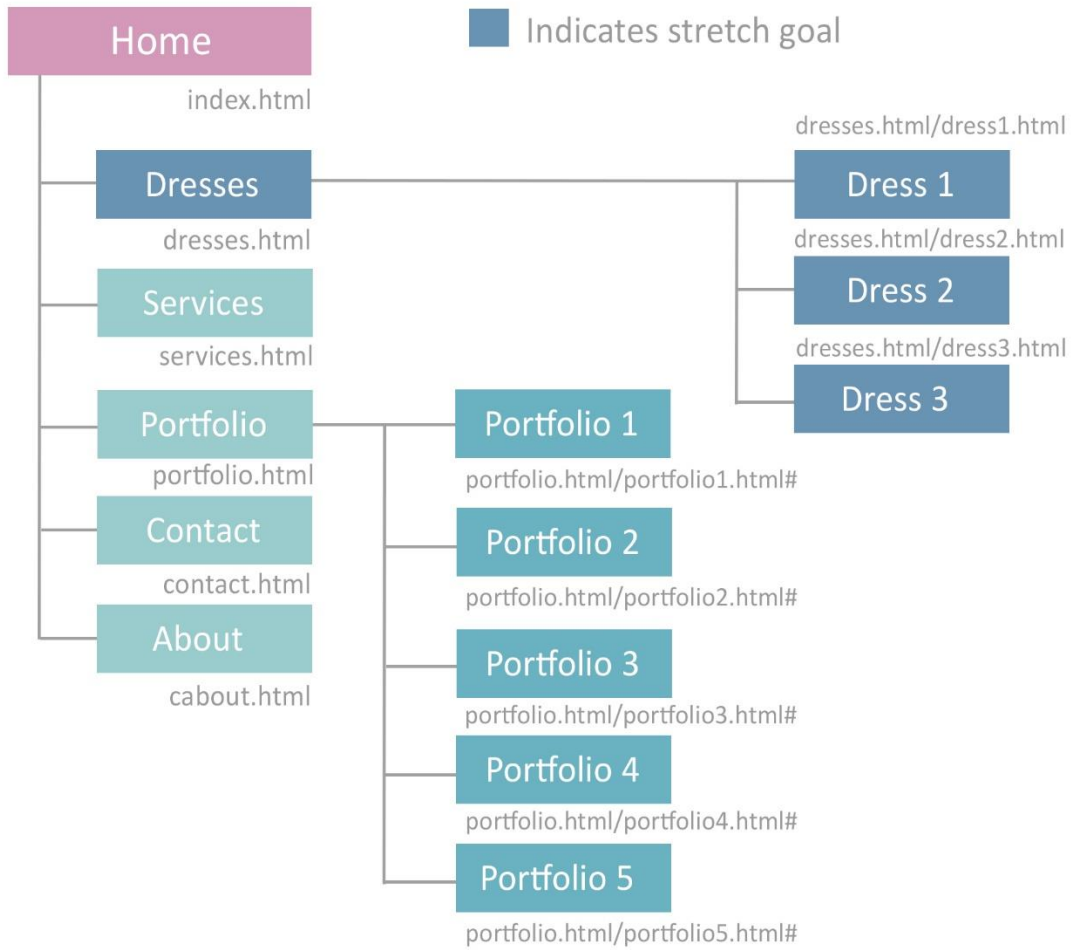
Anna Campbell (Australia) https://www.annacampbell.com.au/
Calla Bridal (Seattle) https://callabridal.com
The Dress Theory (Seattle) http://www.thedresstheory.com/
Vera Wang (New York) https://www.verawang.com (Not Squarespace)

Information Architecture diagram

Be sure to include every page in your site and indicate every link in your site:

Stretch goal: I want to add a 'Designers' page, because that would be a more accurate reflection of the retail websites I'm seeing.