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Scenario

Our website is about fashion. Our target audience is all women aged 16 and over. It consists of purple (burgundy) as a child and plain colors (black and white) as a secondary color, where large pictures are used. The main reason why we use burgundy color is that the vast majority of women (23%) like burgundy and purple colors. Apart from that, we tried to keep our design as clean as possible, since the brand's name is SADE (Simple). We decorated it with colorful visuals and transitions.

We think that our strongest point that will make us different is to highlight women's power and create the #SADEgirls brand. By making this a challenge on social media, we will include the images taken by the girls shopping from SADE on our social media account and on our website. In this way, our clothes will both find a place in higher quality content (Because we will try to be better in appearance.) and while our content for our social media account increases (In this way, we will keep up-to-date.) the awareness of our brand will increase and it will gain a more popular place day by day. In addition, since girls will feel like models on our website, this will make customers feel more confident and sales will increase due to customer satisfaction.

Apart from this, promotions such as "sign up and get 10% off" that we have added to our site will be another way to attract customers. With the Mail plugin, we will be able to communicate with them via e-mail. All our other social media accounts are at the end of the site. While the girls also follow our account in all the stories they share with #, we will follow them too!