

# k45ink

K45ink is a streetwear clothing brand that takes pride in designing and printing all clothing items in house, offering an eclectic and stylish look that will spice up anyone's wardrobe at an affordable price.

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K45ink's vision is to offer affordable limited edition clothing items that embrace eccentric designs. This clothing company will rotate its limited items on a monthly basis to encourage demand and to leave our customers with unique attire that was only available for a short period. The look of casual and trendy streetwear has always been a sought-after fashion trend and k45ink plans to offer the highest-quality clothing, featuring both screen printed and embroidered designs, guaranteed to last. We value our promise of high-quality clothing and therefore, all clothing items are printed in house where quality assurance is of the utmost importance.

## **Personas**

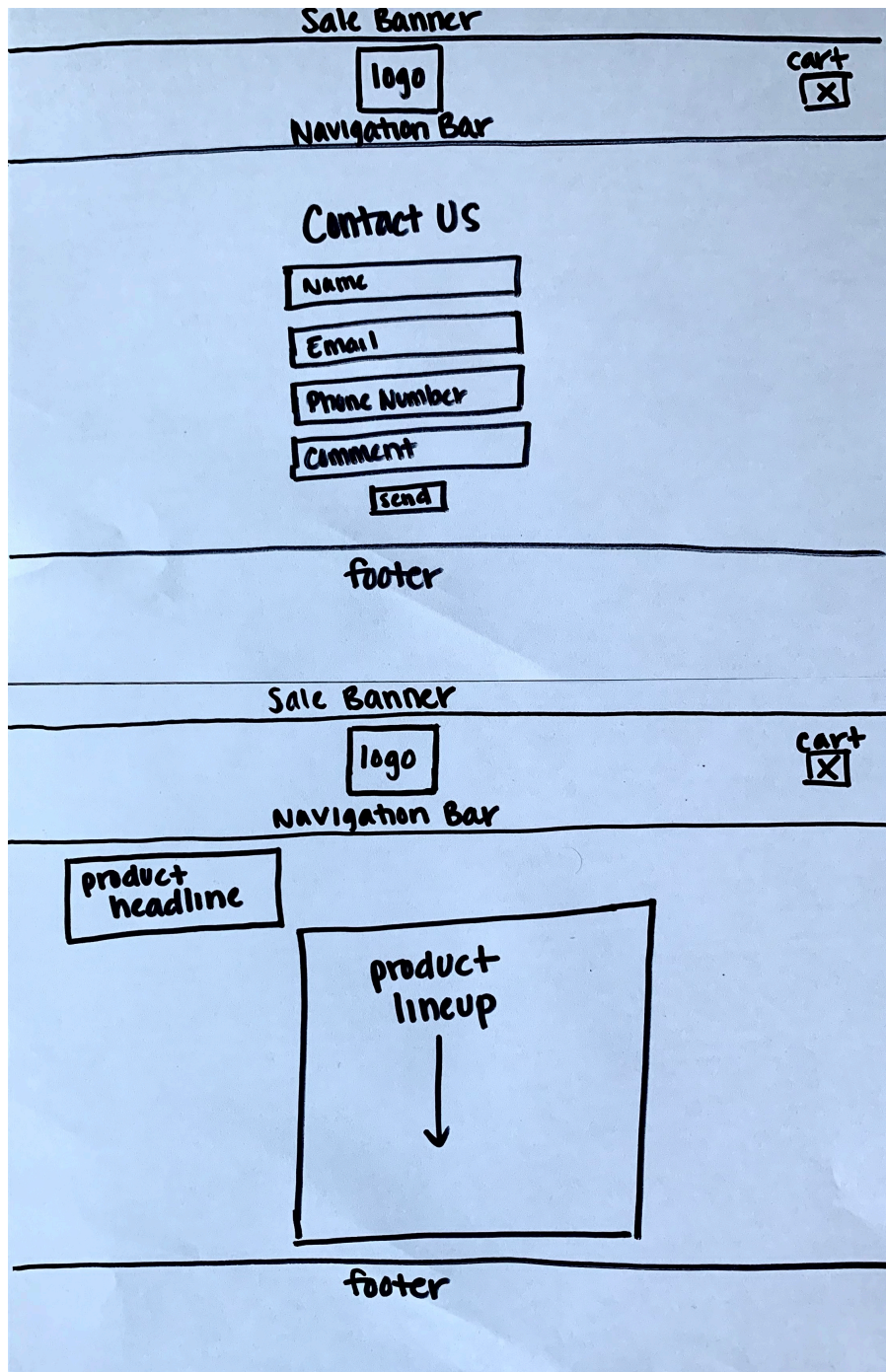
- Clothing enthusiast: seeks out and knows about high-quality and trendy clothing
- Trend-setter: loves to find new, unique clothing styles
- Casual shopper: casually browses the internet for new clothes

## **Competitors**

- PacSun
- H&M
- Zumiez
- Urban Outfitters

## Wireframe


The website will consist of two pages — the home page, where users can shop and view products, and the contact page, where users can contact k45ink if needed. Both pages will have a navigation bar, a footer with links and email sign-up, and the cart link.



## Home Page

The site aesthetic will be clean and in black and white. This will ensure that the product designs will be the main focus of the website. K45ink's logo will also be featured at the top of the page.

Free Shipping on Orders +\$60




Vol. 1Contact

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Volume 1

Limited supply. Made in house.


Bluegrass Raccoon - \$20



Serpent Smiley - \$20



Skeleton Gardener - \$45



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Vol. 1

Contact

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