

# COMPANY BRANDING ADVERTISEMENT

**BRAND: "OFF-WHITE"**

**BY: JANICE FONG**



**BELT**



**SWEATER**



**BACKPACK**



**HAT**



**SHOE**



**T-SHIRT**



**BAG**



**PANTS**



**HOODIE**



**WALLET**

Off-White™

- CONSISTENT WHITE SPACE AND IMAGERY
- INTERACTION ON HOME PAGE INCLUDES:
  1. HEADER IMAGE AUTOMATIC SLIDESHOW/CAROUSEL
  2. HERO TEXT FADES IN WHEN PAGE LOADS



2017©

OFF-WHITE c/o VIRGIL ABLOH™  
Mens • Womens • Objects  
Designed by Virgil Abloh

- 3.
- 5.
- 01
- 02
- 03
- 04
- 05
- 06
- 07
- 08
- 09
- 10

prev next

Off-White™  
"BELT"  
yellow industrial belt

4. +



6. PRICE//  
\$160.00

BELT

- 3. NEXT/PREV BUTTON TO ALTERNATE BETWEEN PRODUCTS
- 4. ADDITIONAL TOGGLE TO OPEN UP SMALL ITEM DESCRIPTION
- 5. SCROLL ITEM COUNTER WITH PRODUCT PAGE INTERACTION
- 6. ONCLICK PRICE TO SLIDE OUT PRICE AMOUNT