

# *Opus Apparel Infopack*

Designed by - Gianni Dicesare  
Project 3

## Overview:

Opus Apparel is a casual, comfy, affordable brand tailored to both men and women. Opus Apparel represents the lazy life style, sit at home in your sweatpants and watch movies all day. They are very lax and pragmatic at their core.

## Target Audience:

As stated before, both men and women can shop at Opus Apparel, with the age range aimed towards, young adults, specifically 16-28. This also includes demographics that enjoy wearing comfortable clothes over other style; anyone who wants to be warm and comfy will enjoy shopping at Opus Apparel.

## Goals:

Opus Apparel wants to be a competing and iconic brand, fighting up against brands like H&M, Tentree, Urban Planet, etc. They want a very particular style and feel to all their branding.

## Design:

### Colors:

Deep Purple/Blue, or possibly a dark red/medium red. Such as:



### Typography:

Headers could have heavy/medium script font. Body copy will stick to a straightforward sans serif, thickness could vary; gotham, avenir, helvetica, etc.

Headers will use - *Galada*

Body copy will use - Josefin Sans Variations

### Spacing:

All elements will either have a 15px/30px padding to them. Larger breaks with content can have 60px. Spacing must be consistent with multiples of 15px.

### Images:

All images should have a warm feeling to them, soft colors and shading would be ideal; flat images as well.

# User Persona:

John Johnnathan / Age 19

Interests - Playing video games, procrastinating, hanging out with friends

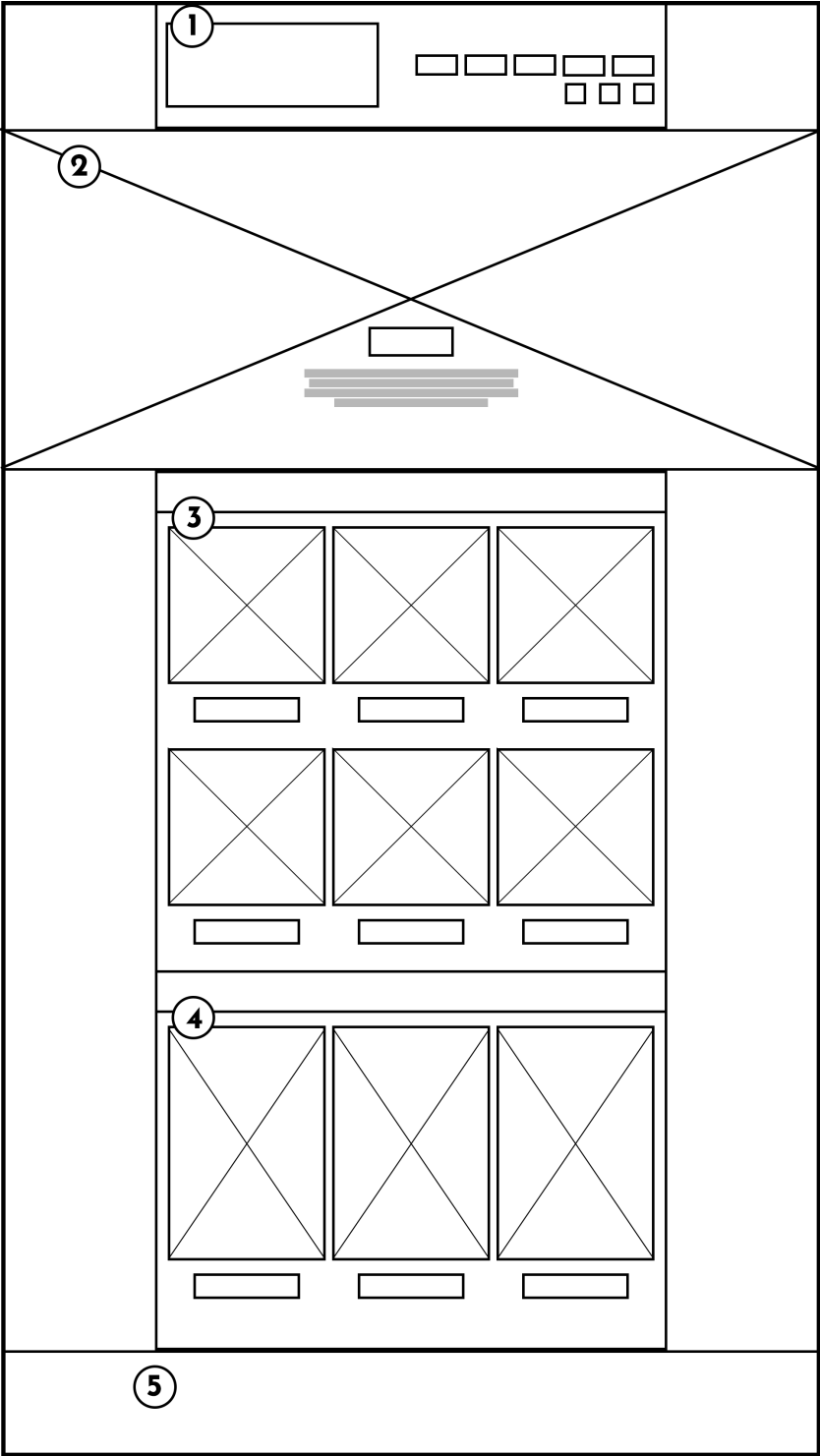
Hobbies - Video games, music, art

Reasons for using the site - Wants to buy some qulaity clothes to relax in

Expectations - Simple and intuitive design, ease-of-access, and subtle details (such as tracking shipments)

# Wireframe:

- 1. Opus Logo, navigation, + Social media links
- 2. Full spread hero image, if shop button overtop, with company message below.
- 3. Highlighted items, anything on sale, or trending/popular.
- 4. Specific store sections. i.e sweaters, indoor/outdoor, men/women. (Highly modular design allows for more rows for both section 3 and 4.)
- 5. Footer; basic and minimalistic, including copyright/legal information.



## Sitemap:



## Moodboard:

