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Project 1 - Part 1

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1. **The Goal for this Website:** to inform clothing/hype enthusiasts of the products being released by their favorite brands week by week. As of now there are websites made by the community for each specific brand, so my goal is to unify them into one central place where enthusiasts and resellers can go to stay informed.

An example would be: Supreme, a streetwear company releases two collections a year, summer/spring and fall/winter. These collections include a laundry list of clothing items and accessories, during any season, say summer/spring they begin to roll out their collection week by week for 10 weeks. Each week every Thursday at 11am they launch a handful of clothing items and accessories. So my goal is to make a website that shows you what's launching that week, and at what time, with a like and dislike button on each item, so people can see what’s hot and what’s not. This will help buyers stay informed on what might sell out first. I plan on doing this with multiple brands

1. **Target Audience:** This would be hypebeast (people who follow the hype), brand enthusiasts, and resellers looking to buy the latest item that's going to sell out fast, and resell it for a profit to enthusiasts who missed the drop. This would probably be made up of men as most of the brands only release men’s clothing although women do wear them. Men/boys between ages 14-35, as kids have taken a huge interest in pop culture and the latest trends.
2. **The Page Topics:** Home page showing the most liked pieces from multiple brands releasing that week, other pages would be related to each brand, for now 3 brands, Supreme, Palace, Eric Emanual. A form page to be able to sign up for email notifications or submit suggestions/comments (brands users would like to see featured), and if an additional page is needed probably an archive of previous releases.
3. **Call to Action:** My call to action would be so users are able to stay informed, sign up to my email notifications, and probably sell ad space, along with brand partnerships to be featured on the site or maybe listed higher than other brands.