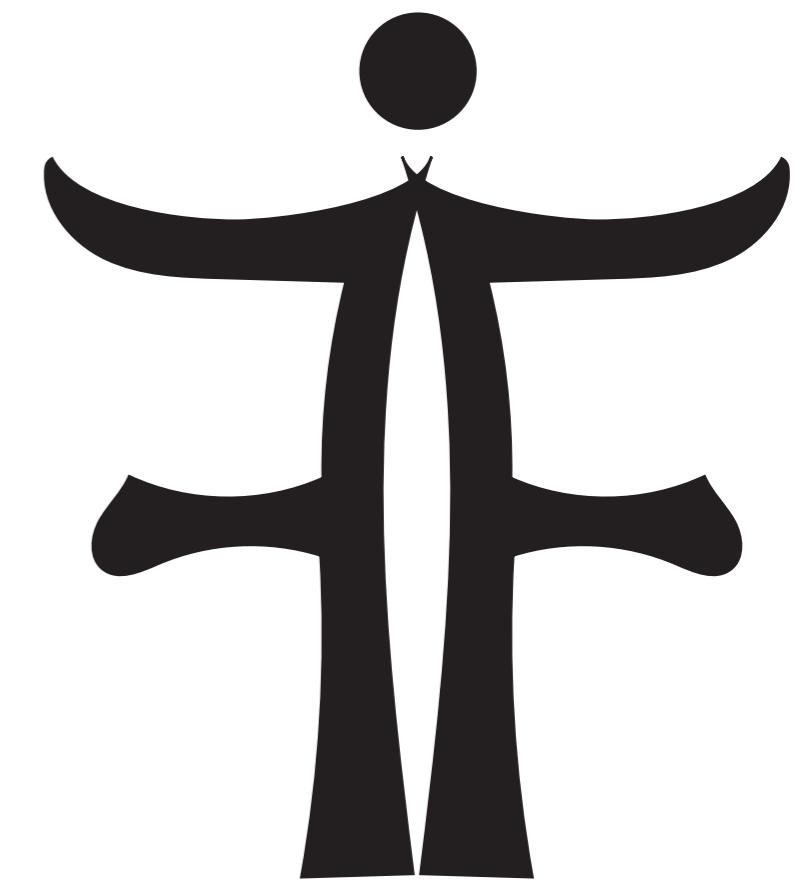
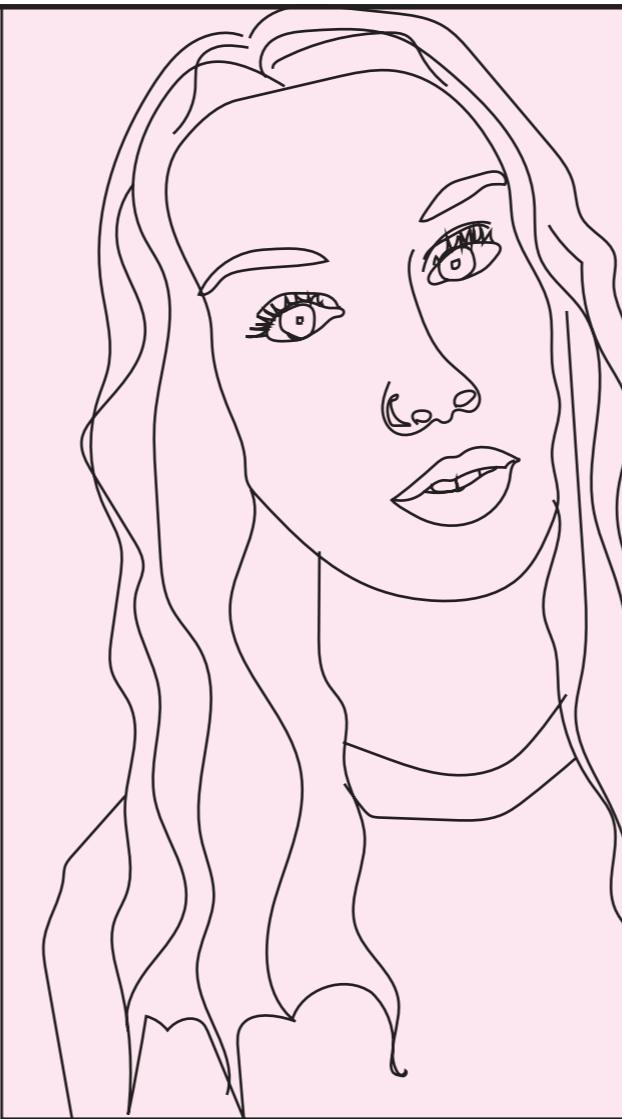
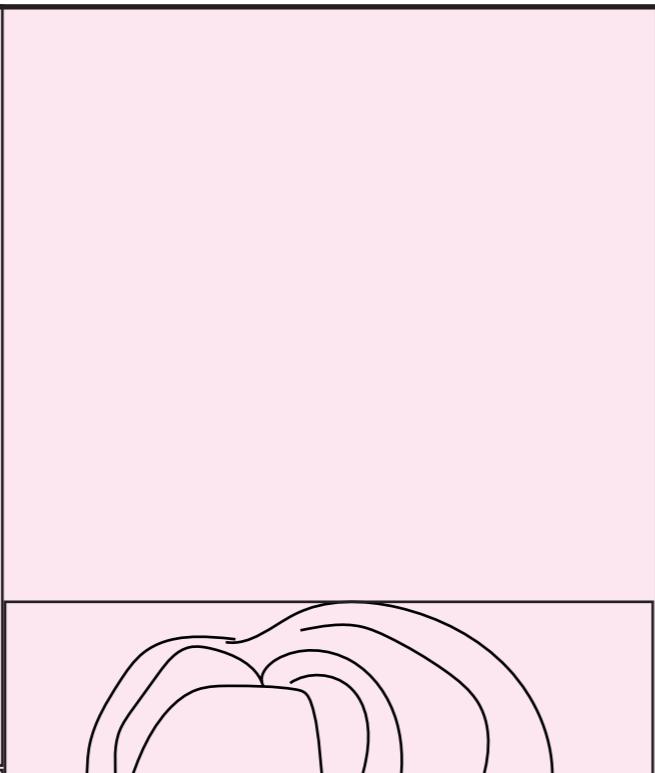
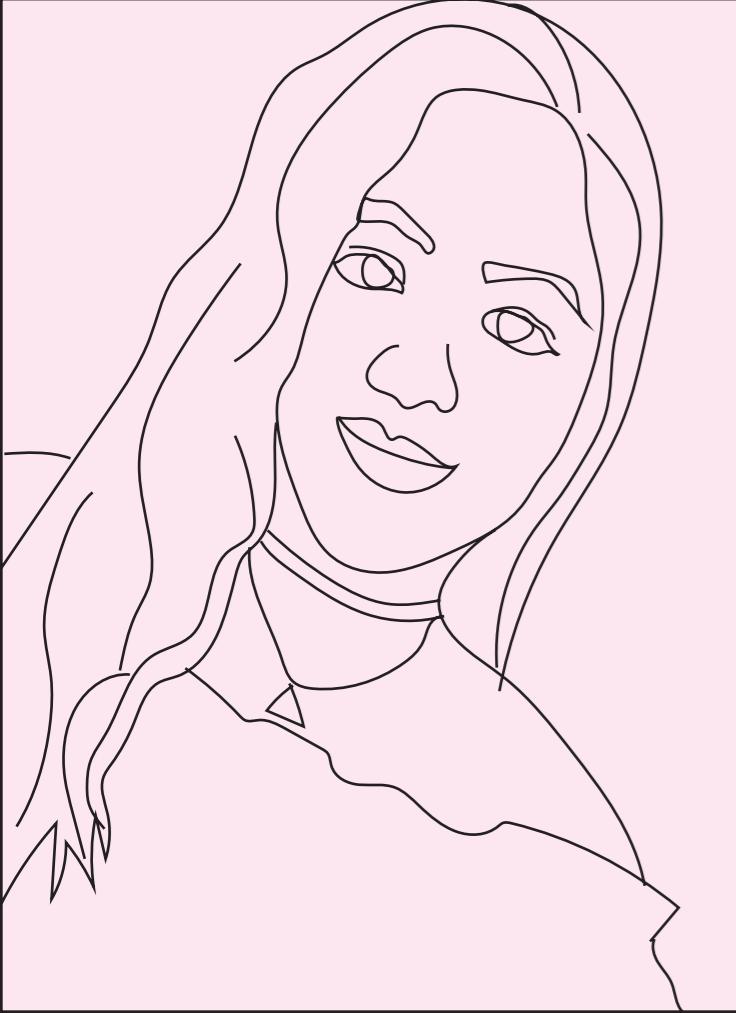
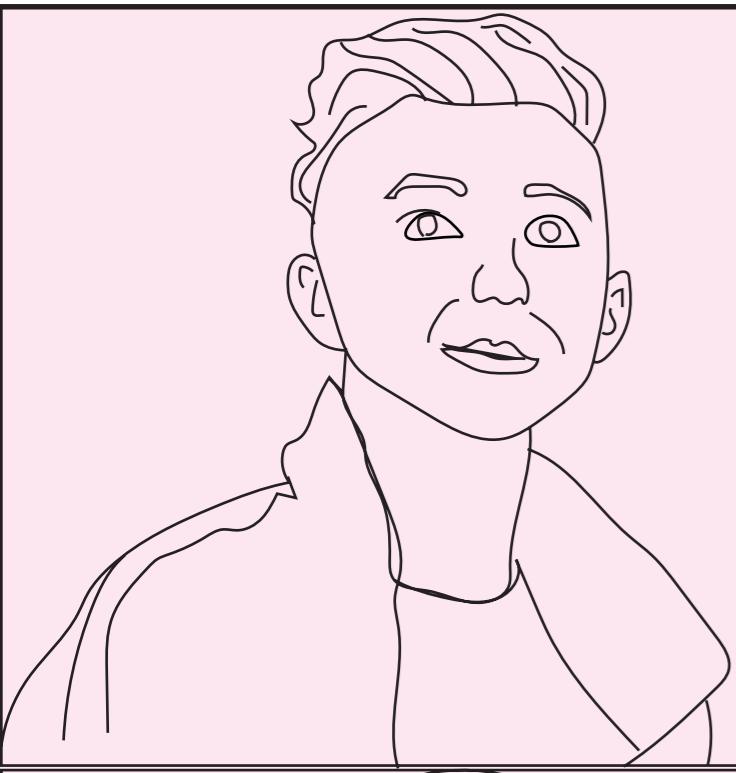


# Fashion Inc



Nhu Thai B00103251

Robyn Mulhall B00105576

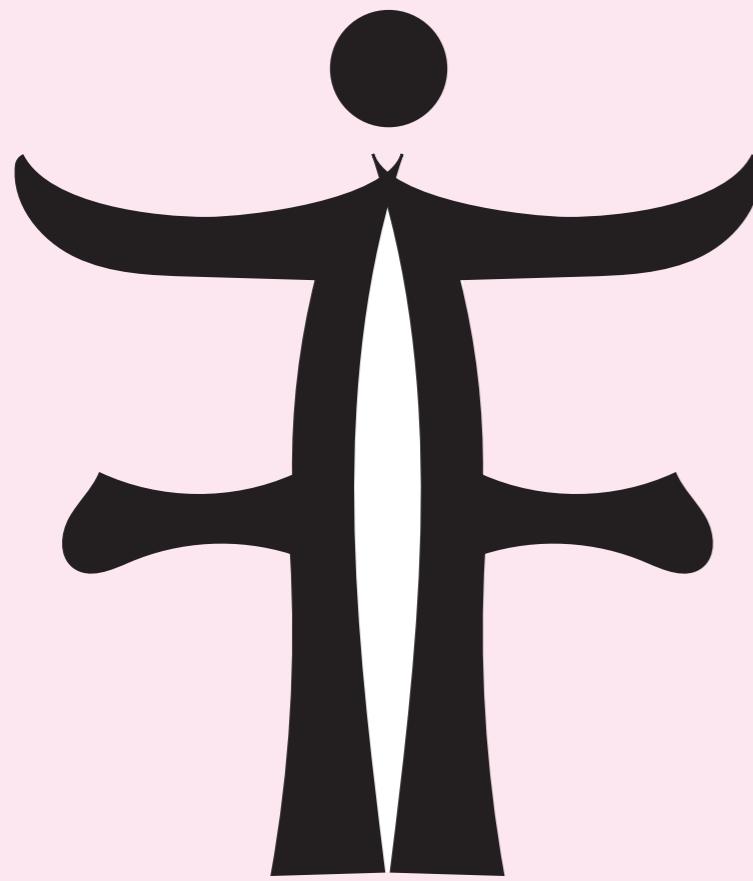
Emma Byrne B00103901

Marcin Grabicki B00104153

# Statement

Our Goal is to take the viewer on a journey and bringing awareness of different styles and their origins.

By taking the user on this journey we hope to display the diverse representation in current fashion and how important it is to many.



The Target audience for our project will be people who have an interest in Fashion and expression of style.

We want our project to inspire people and to look more into their own personal style and have an understanding of how fashion and clothing can be an extension of who you are and how you want people to perceive you.

Fashion Inc. will be aimed at the age demographic of young adults around seventeen years old's and people in their late twenties.

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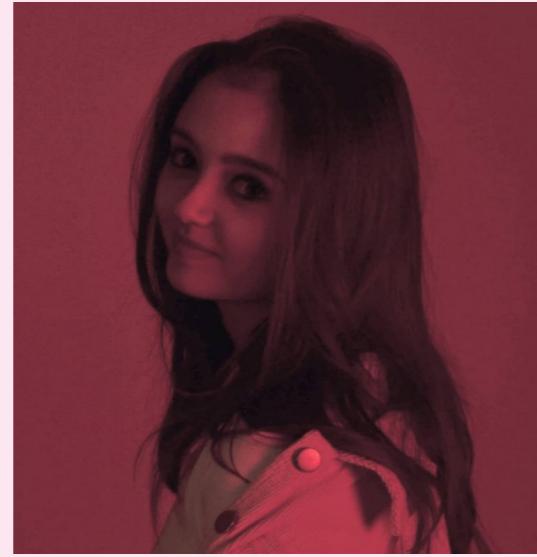
Fashion Inc.

# Members

## Robyn Mulhall: (About Us Page)

Designer- designing the layout for our website  
Created the design for the project book, creating logo for website and producing the poster for the project.

Edited photos for the website.



## Nhu Thai: (Home Page)

Reporter - summarising our work to the class/lecturers.  
Also, writing on our blog about our progress and keeping the blog up to date.

Coder- Sourced the code and produced code for the website overall.



## Emma Byrne: (Style History Page)

Researcher - researching the culture of fashion, the different locations, logo research, website research, and more.

- Layout and writing for project book
- Interviewer.



## Marcin Grabicki: (Interview Page)

Editor - editing the interview video.

Photographer – taking a photo of the person we just interview.  
Either a portrait from shoulder and up or head to toes.



# Project Overview

Fashion Inc. is an interactive website that showcases individual style and the evolution of fashion and how its constantly changing throughout the decades.

This fashion website will be a tool for others to help them learn about and research all the current yet different types of fashion and styles that are currently available and popular among this generation.

For the interviews, the interviewees reflect on their Personal style and thinks about their fashion influences. They share how over time their style has changed with them.



# Theme and Topic

The theme for our project revolves around change. Fashion is constantly growing, changing and evolving and so are the youth of today.

Throughout the years we always see new trends come and go, but they always make their way back into the mainstream quicker than you think.

In some way, everyone's individual style is an outlet for self-expression.

The topic of our project revolves around fashion.

Fashion is an art form, it can help a person express themselves without words. The different style sectors present in fashion today allow others the freedom of exploration of their own individual styles and help find themselves by drawing inspiration from these style sectors.

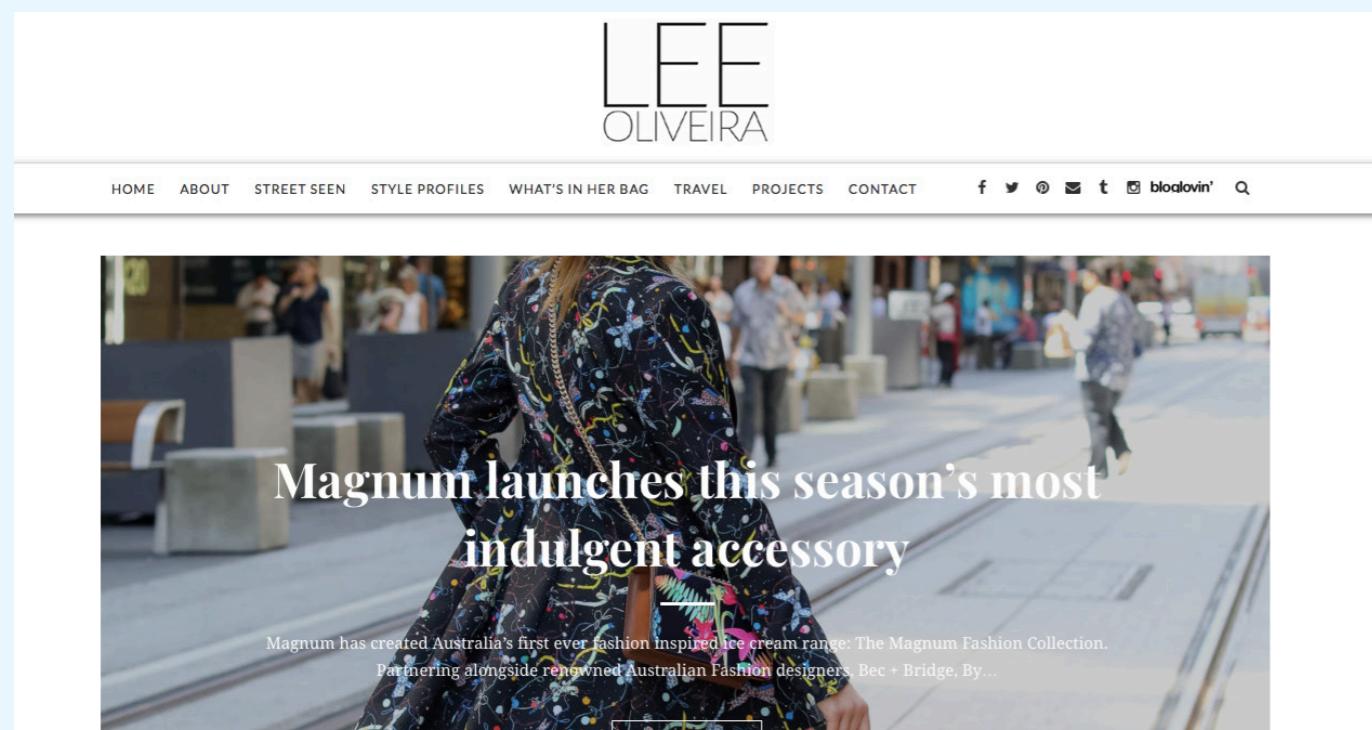
These sectors evolve from different cultures and places. Examples of these style sectors include streetwear style, Casual style, Vintage style, Elegant style, Urban Style, Contemporary Style, Grunge Style etc.

# Key Influences

## Lee Olivera

Lee Olvera is a blogger, his style of website is very similar to ours it had that sleek contemporary feel we wanted to go for. We liked how he had his navbar it wasn't too complicated or messy it was precise and had everything it needed in clear view.

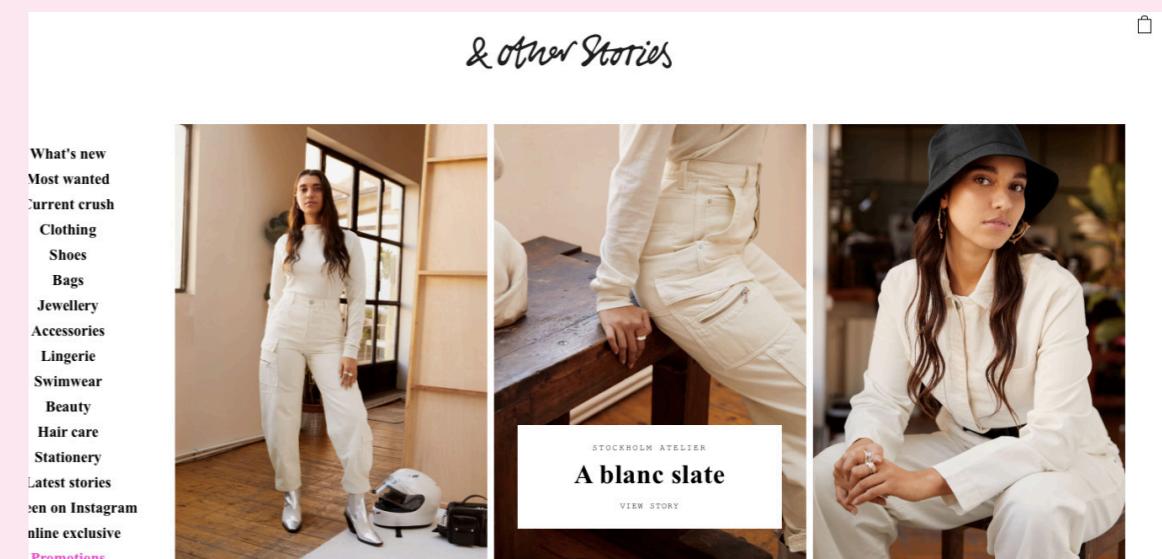
His use of images is really interesting and modern. We liked how he had a white background but his images where vibrant and eye-catching they were the vocal point the thing that your eyes were drawn to. His style and modernism was an inspiration to our website.



## And Other Stories

And Other stories is a clothing website that tells a story through its website with its fashion and styling of clothes. Our website has the same concept we used our locations to try and be an extension of the people's personalities.

Fashion is supposed to be a part of you, your personal style is a way of expressing who you are to the world. And Other stories has quite a carefree but structured style of displaying their clothing and information we took inspiration from their ways.



# Key Influences

## Megan Ellaby

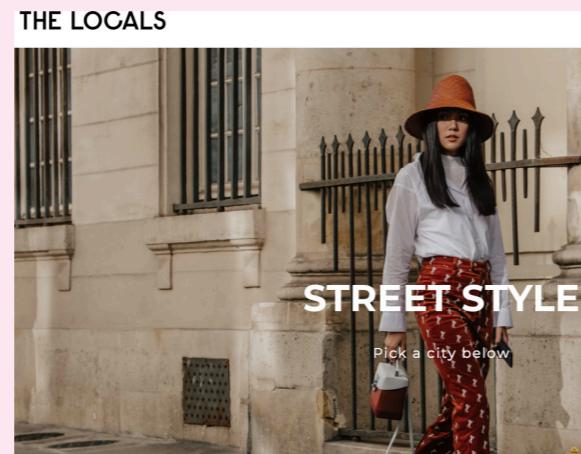
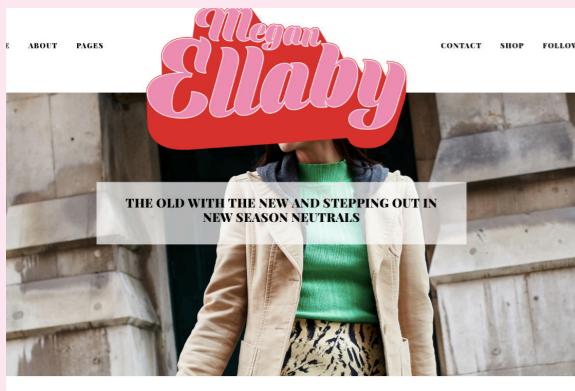
Megan Ellaby is a blogger and youtuber who explores style and fashion from past decades.

Ellaby has a stunning well laid out web- site that is very subdued but has pops of colour thrown in with the use of her logo which is front and centre of her website.

## The Locals

The Locals is a Denmark based website it is based solely around street style in different cities around the world.

The website is beautiful to look at and the minute the viewer looks at it, it's clear what the website is about and its message.



## Logo Inspiration

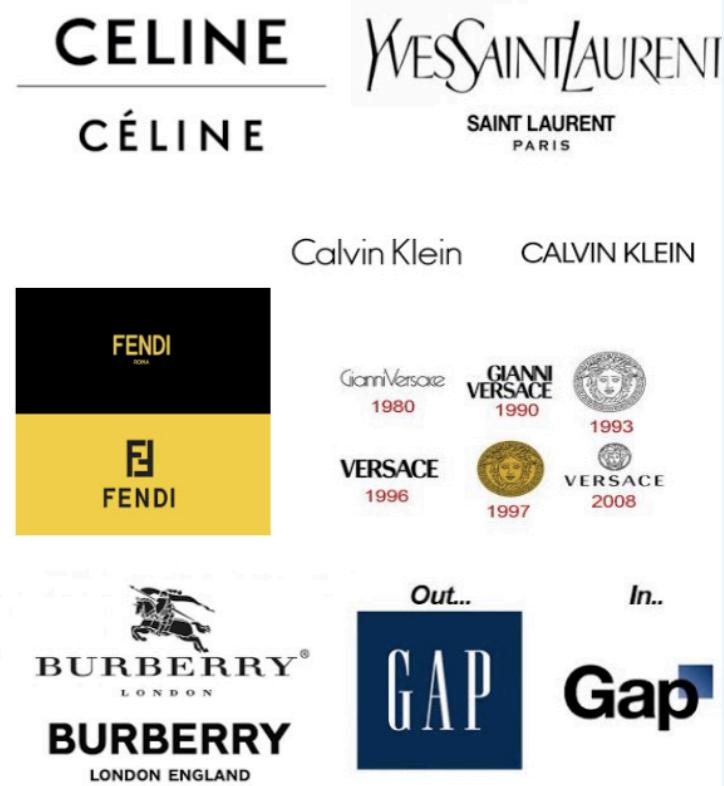
For the logo, we took inspiration from other well-known fashion brands such as Fendi, Yves Saint Laurent and many more.

During the logo research, we looked at minimal designs because we wanted it to go with our website it needed to be simplistic but have meaning.

## Video Inspiration

For the videos inspiration was taken from the 73 Questions with vogue and also the video on the street style during the Paris fashion week.

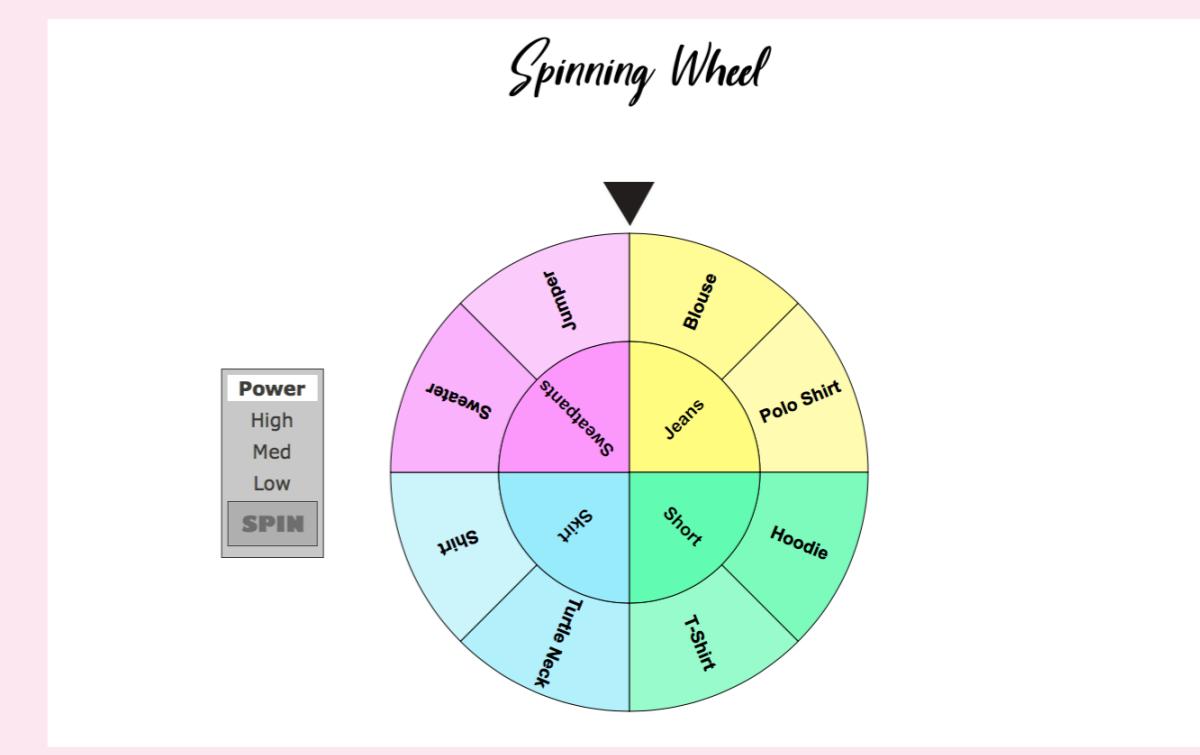
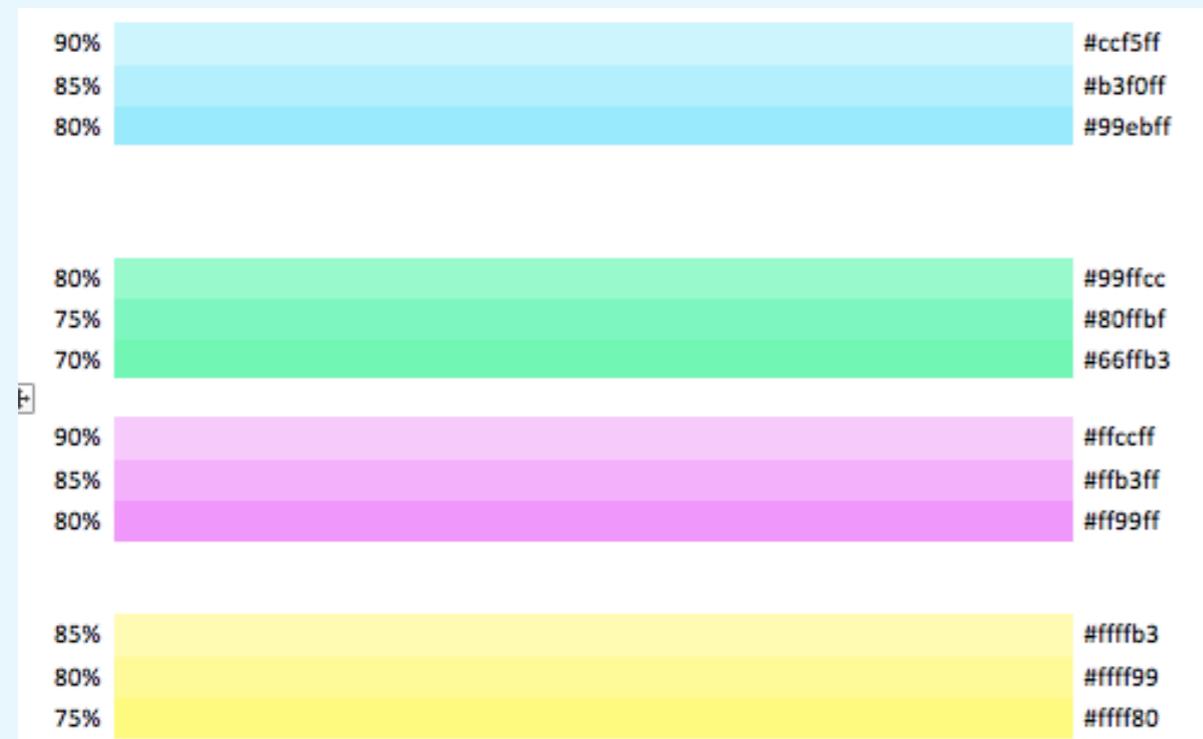
We liked the style and the fluidity of this video it was modern and had unique style cues that inspired us and made us want to include such editing techniques into our own video interviews.



# Colour Palettes

The colour palettes we chose for our website included white pastel blues, pastel pinks pastel greens and pastel yellows. We went for pastel colours as they aren't harsh or unappealing to look at for periods of time. We wanted the website to be on trend with the use of a mostly white landscape as such. We added colour into the spinning wheel so that it would stand out and the viewer's eye would be drawn to it.

For the project book, we used a white background with accents of pastel Blue and Pink that went with the colours from the spinning wheel. These colours work well with each other and follow the aesthetic of our project.



# Experiments

## Video

Video is a major part of our project, our videos have undoubtedly improved since our first experiment. We learned from so much from the first experimental video, we realized just how tricky it can be to film outside weather conditions can have a major effect on the video.

In the first video, the sound was terrible as we didn't have the right audio equipment with us and we didn't take into account how windy it would be which caused a major disturbance. We made sure that with our next videos we were prepared for everything that could cause us to have issues.



## Website

Our website over the course of this module has had a major revamp from when we first created it at the beginning. It was quite drab and didn't convey our Fashion Inc. brand how we wanted it too.

We did a lot of experimentation with it including using colour schemes a lot of lilacs darker pinks and blues, we then scraped that colour scheme as we didn't think it was very pleasing to the eye and was giving the website a more mature vibe which wasn't what we wanted to go for.

The screenshot shows a purple-themed 'Meet the team' page. At the top is a logo of a hanger with 'Fashion INC' written on it. Below the logo is a navigation bar with links: Home, About Us, Overview, Interview, Sitemap. The main content area features a large image of a woman with long dark hair, smiling. Below the image is a text box containing a bio about the person. There are two smaller images of the same woman in different settings: one against a red background and another in a striped shirt.

I'm 18 years old and I am a second year student in ITB studying COM. I listen to different types of music, every now and then I go from pop - punk rock - r&b. I listen to random music if like the song I add it or save it to my phone. Listening to these music genres, makes me dress somewhat like them. My taste in music and style changes every now and then, it usually depends on what I feel like wearing. I don't dress up that much, I just wear something I feel comfortable in. I don't like wearing bright colours or the colour pink, orange and yellow. Pink, Orange and Yellow are the colours I don't like so I don't wear them. I usually wear dark colours, I have a few colours but usually, it's dark. - Nhu

**Discover Difference**  
Here you will be able to discover and learn more about the different types of style, where the style comes from and the people that use those styles to help them express themselves!

Style Type  
Style display image  
Page includes:  
-style info  
-interviews

Style Type  
Style display image  
Page includes:  
-style info  
-interviews

Style Type  
Style display image  
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-style info  
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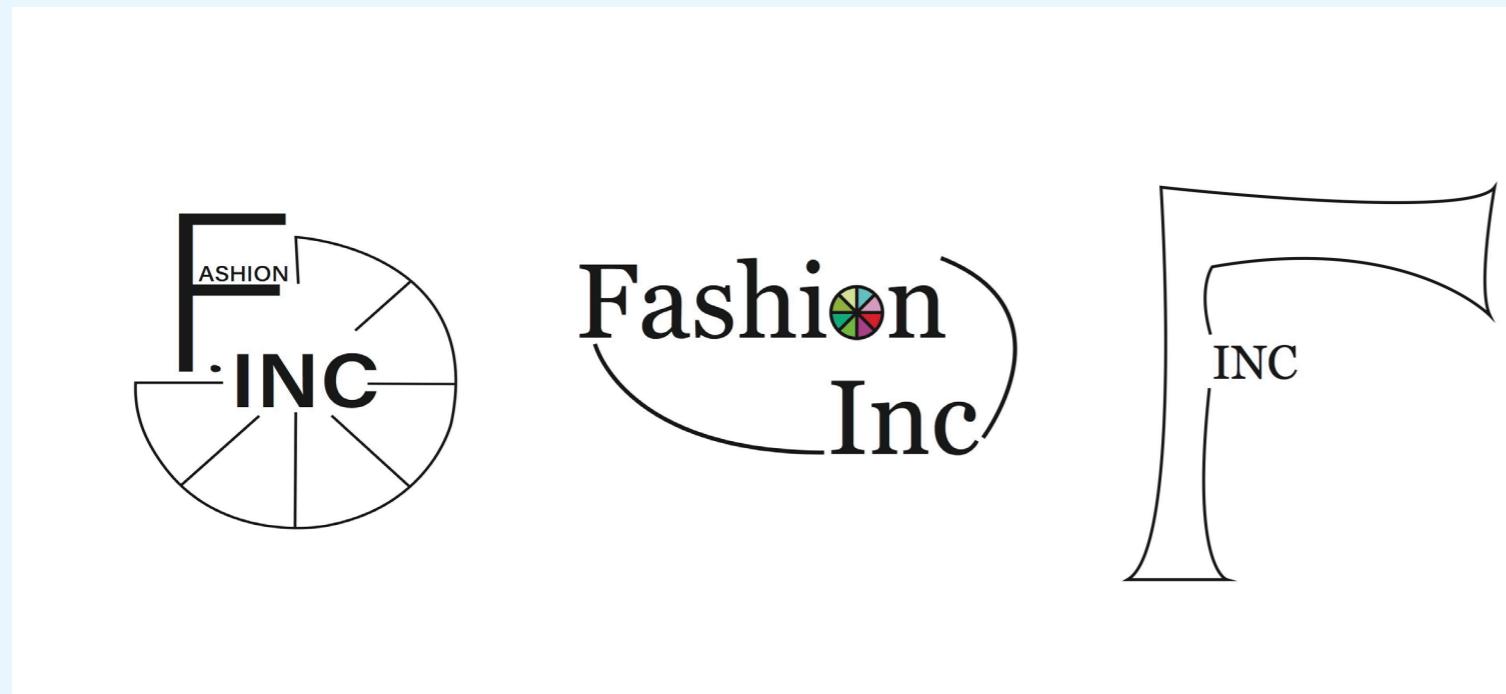
The screenshot shows the homepage and interview section. The top navigation bar is identical to the previous screenshot. The 'Home' section features a large circular graphic with segments labeled: Skirt, Track bottoms, 3/4 Lengths, Trousers, Flared Jeans, Shorts, Ripped Jeans, Skinny Jeans, and Spin. The word 'Spin' is highlighted with a pink circle. Below this is a section titled 'INTERVIEWS' with icons for 'Interview 2' and 'Interview 3'.

# Experiments

## Logo

The Logo was something that went through multiple changes over the course of time. We had many different ideas of what the logo should be and say to the viewer. We went through stages of having the logo incorporate the wheel which didn't work in the end.

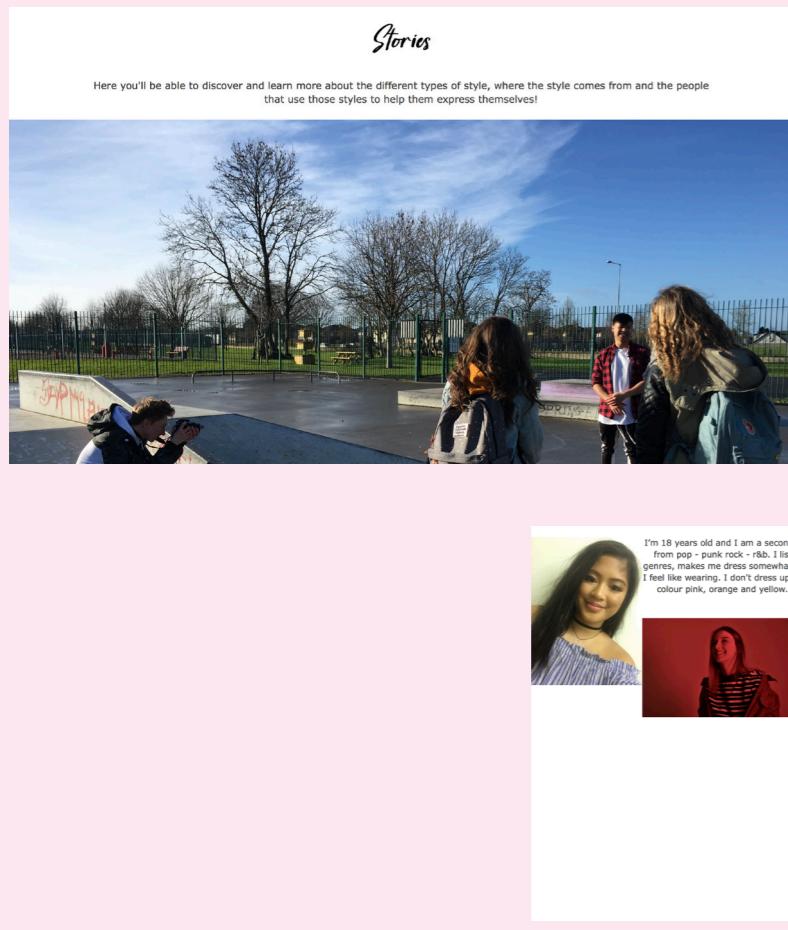
We had Fashion Inc. displayed using different fonts while incorporated into different pieces of clothing and accessories. The Logo was very challenging for us as a group to pick because it went through so many changes and styles throughout the project right up till the very end.



# Website

Our completed website is what we had originally envisioned when we first came up with the idea for Fashion Inc. The website had to convey who we were and what we stood for and we believe we have achieved that. The website is stylistically simple but stands out with its pops of pastel colours and its use of original photos shown on a slideshow when the user visits the homepage.

The user gets the overall vibe we are portraying just from looking at the photos and navbar.



The website includes a home page with a carousel of different photos and at the end includes icons for the different pages you can click onto without going to the navbar. Spinning wheel page where the spinning wheel is located and gives the user different outfits to try out this wheel was difficult to get working. Style history page which goes through the different trends throughout the decades. Stories page which tells us about the interviewee. About us page which gives a bit of information about the team.

In the end, the hard work paid off and at the end of that page there is examples of the outfits and there is a stories page where you can access the different interviews we did and learn about the interviewees.

We used three different fonts for our website, Verdana, Bodoni and Harvest Barn. Research was done into these fonts to make sure they fit with our project style.

A screenshot of the 'Trends of the Decades' page. At the top, there's a header with the word 'Fashion Inc.' and a navigation bar with links to 'Home', 'Spinning Wheel', 'Style History', 'Stories', and 'About Us'. Below the header is a section titled 'Trends of the Decades' with two sub-sections: 'The 1960's' and 'The 1970's'. Each sub-section contains a photo and a brief description.

**The 1960's**

The 1960s were responsible for the creation drainpipe jeans and capri pants, which were worn by Audrey Hepburn. Being casual became more unisex a popular choice of clothing was plaid button down shirts worn with slim blue jeans, slacks and also skirts. The 1960's were filled with crazy patterns and flowing dresses. A beloved material was suede and corduroy they were incorporated into most outfits.

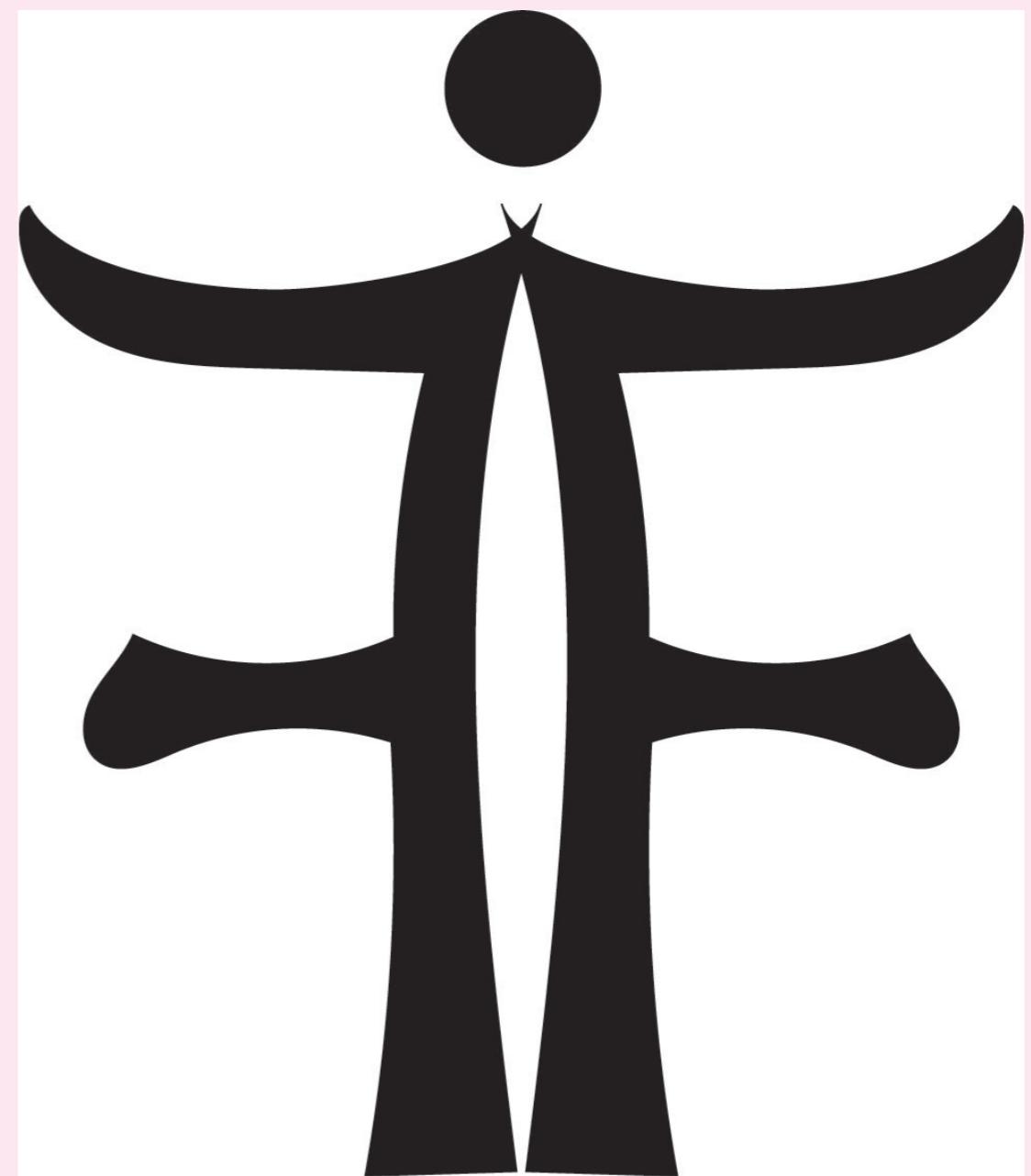
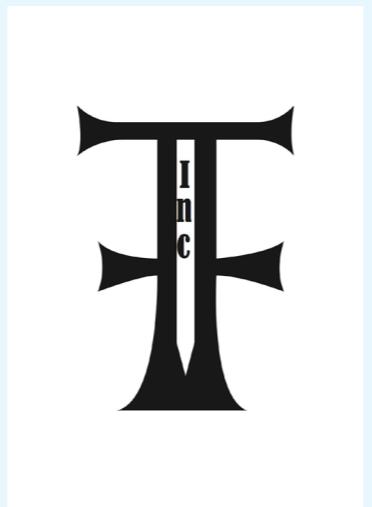
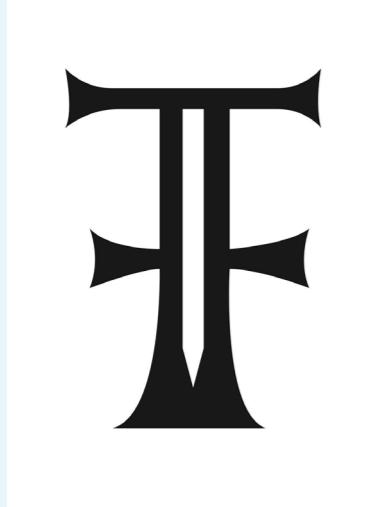
**The 1970's**

Early 1970s fashions for women included Tie dye shirts, peasant blouses, ponchos and military surplus clothing. Women during this time wore bell-bottoms, flared jeans, gaucho, frayed jeans, midi skirts, and ankle-length maxi dresses. Men during this time also wore flared jeans and simple t-shirts but experimented with colour and texture during the "Hippie Movement". By the late 70's men and women were wearing sportswear that many people today forget about.

# Logo

After many experiments, we settled on a logo design for our project that would be shown on the website and during our videos. We ended up going with our strongest design which is the two F'S mirroring each other with the I in the middle. The F represents Fashion its mirrored to show how style may change but trends always come back as history repeats itself. The I stands for Inc., it represents all of us that where apart of this project and how fashion is always surrounding us.

This Logo went through many experiments also including the use of different font faces and the line width and height. In the end, we decided that it suited it more to be a drawn-out logo as its more carefree and shows expression which is what Fashion Inc is about.



# Locations

Research was done into the different areas which would work well and match with the people we had in line to interview.

For locations, we had a list of around five to six that we were going to choose from we ended up narrowing it down to three locations that we as a team agreed would suit our project best

Temple Bar St Stephens Green and Blanchardstown we choose these areas as we felt they would work well for our project and be interesting places to film our interviews.

## Temple Bar

As we chose Temple Bar we knew we would have to find somewhere where it wouldn't be overcrowded or too noisy. Love Lane was the place that was the perfect fit for the interview it was remote quiet but had unique and distinguishable surroundings that you could still tell it was Temple Bar.



# Locations

## Blanchardstown

We decided to choose our wildcard of a location "Blanchardstown" for our final interview spot. We wanted to include Blanchardstown as it is an up and coming area where many young and fashion forward students are locating.

At first we had trouble picking a specific part of Blanchardstown we wanted to film but we ended up deciding on the skate park located just a few minutes from the main centre. This location ended up working better than any of us could have ever thought it provided the perfect background and matched perfectly with the interviewee's style aesthetic.



## St Stephens Green

St Stephens Green was one of the first places as a team that we decided would be a no brainier to shoot one of our interviews in.

It has gorgeous surroundings that gave the video a great chilled out vibe and gave scenic visuals St Stephens Green has always been a hotspot for students and unique style this was a perfect location and very on brand.



# Interviews

## Alina and Adina

The twins are currently students in Dublin studying for a business degree. They grew up interested in the same style and fashion so have dressed exactly the same since they were kids. They describe their style as trendy, casual but with added personality with the use of accessories.

They use fashion as a way to express themselves, fashion is a key part of their lives it's a way for them to tell the world who they are and how close of a bond they have together.

For the twins, we knew their style was very on trend but also had a sense of sophistication to it. The spot that was perfect for them was Stephens green the landscape would complement their personal style.

The girls sense of style was a great match for Stephens green as they tend to spend a lot of their free time around the Stephens green area shopping and keeping an eye on the new trends.



# Interviews

## Alvin

Alvin is a Law and Media student in Dublin who also takes interest in styles and trends. Alvin's personal style is casual, laid back and takes some inspiration from the eighties. Alvin's style is a reflection of his taste in music.

He credits Travis Scott as one of his style influencers along with Tyler the creator and Kanye West, he believes they have made a big change to his life and given him the confidence to wear the fashion he does now. Alvin's style reflects his carefree attitude and admiration for fashion and music.

Alvin's style is quite cool and casual with some hidden pieces influenced by rappers. Love Lane was an ideal spot for him as his style went with the vibe of Love Lane completely.



## Carlos

Carlos is a Business student currently based in Dublin. Carlos has been through quite the style journey through the years and credits that journey to his personal style now.

Carlos believes his style is reflection of who he is and how he wants to be portrayed. Carlos takes inspiration from a mix of decades but mostly from the nineties skater scene with touches of new brands and new trends. Carlos describes his style as casual street style.

Carlos we knew was going to be interviewed in Blanchardstown at first we were finding it difficult to choose a location that would go with his style but then research was done and the skate park was chosen.



# Testing

The website went through numerous amounts of testing so that we could improve it and get feedback which would help us in the long run.

The spinning wheels went through user testing nearly every week so that we could see what needed to be fixed and improved on.

The clothing items were changed to fit different types of styles.

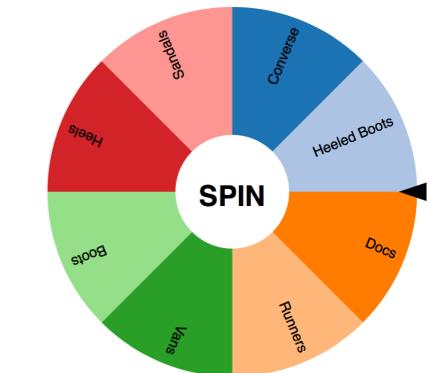
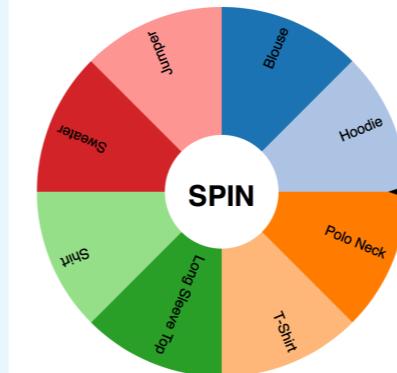
The wheel itself meaning the coding has been changed so many times as it was difficult to find and create code for it to work as we wanted it to.

This meant that throughout the course of this project the wheel has seen many different styles and techniques till the right one came along. And it passed the user testing.

## Fashion Inc.

Home Spinning Wheel Style History Stories About Us

### Spinning Wheel



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[Sitemap](#)



## Fashion Inc.

Home Spinning Wheel Style History Stories About Us

### Spinning Wheel

Power  
High  
Med  
Low  
SPIN



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[Sitemap](#)

# Conclusion

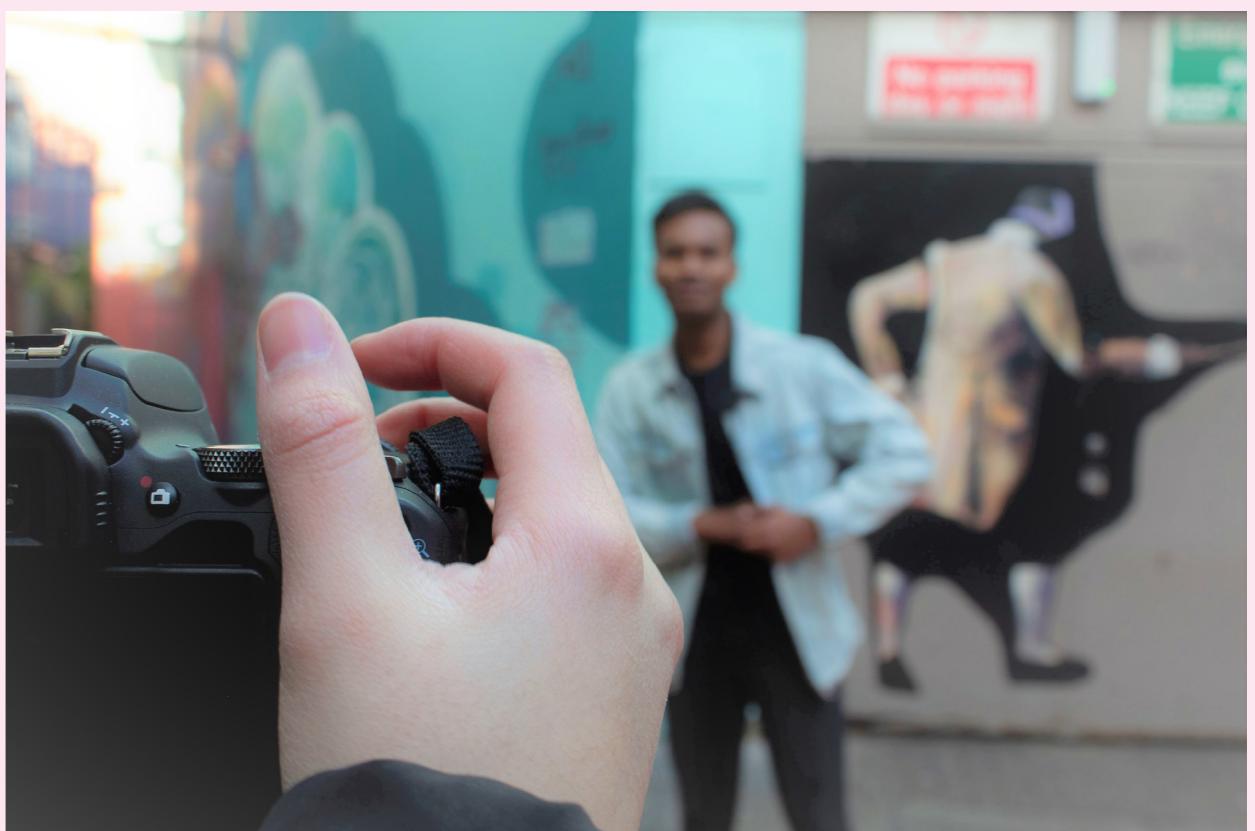
As a team, we are happy and proud of what we have produced for our group project Fashion Inc. We have come a long way from when we started.

Hard work and a lot of effort have gone into creating this website that is an extension of us at this point.

We had a few bumps in the road with technical issues when creating the wheels and filming the interviews.

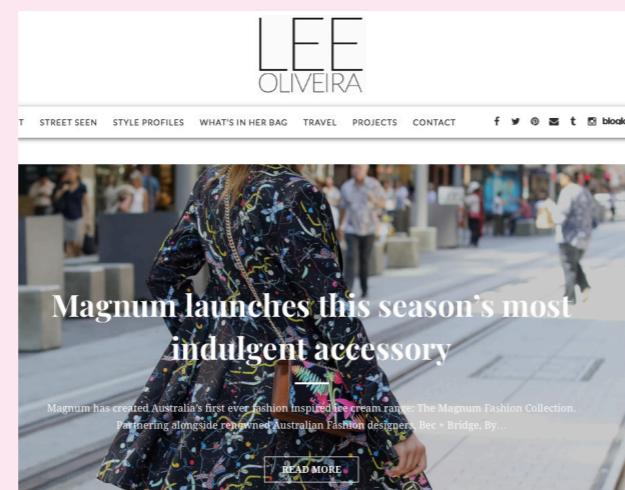
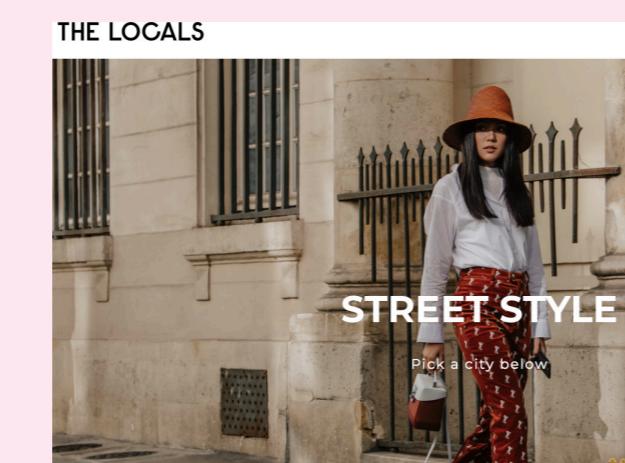
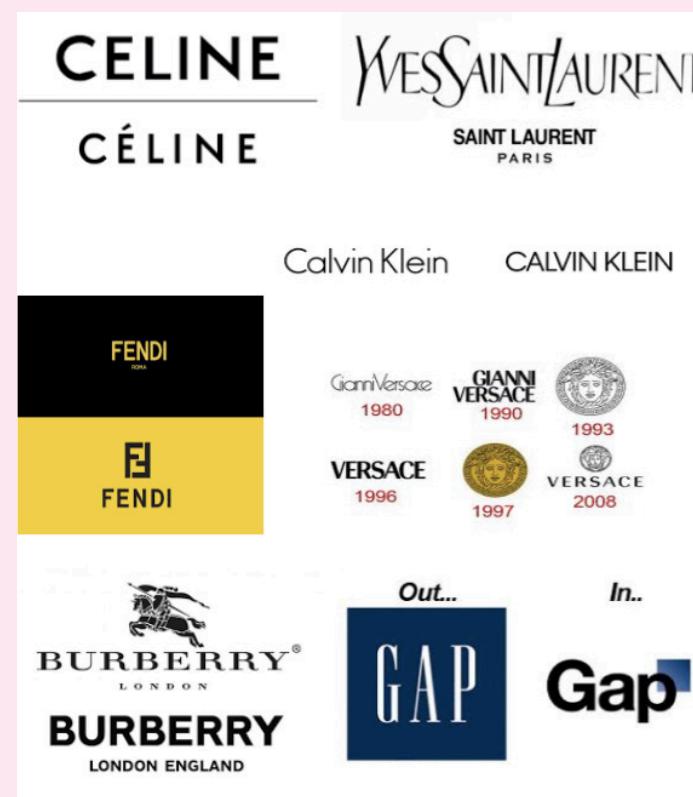
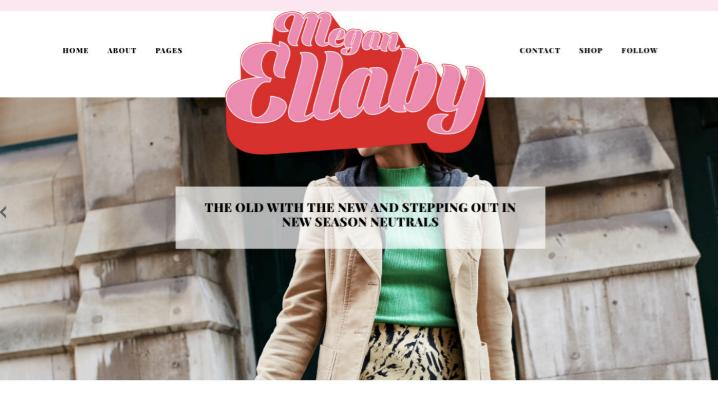
We overcame those obstacles and created a visually appealing website with all working features and videos that give viewers an insight into a personal style.

Change is a good thing that everyone should embrace.



# Fashion Inc.

# Reference



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Fashion Inc

