

# Creative Brief

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## Project Title: House of Gucci Website

### 1. Project Overview

The goal of my website is to convey information about Gucci as a brand and a fashion house, not to create a website to buy Gucci products. That is why it is named "House of Gucci Website" and not just "Gucci Website". It should be a resource to present the brand in a way that is true to its identity, but also is performative and informational for users. It should be glamorous, refined, and fit the brand standards.

### 2. Resources

Copy is available at <https://en.wikipedia.org/wiki/Gucci>. There are some photographs available on the Wikipedia site, but for content like "Iconic Collections" and "Celebrity Endorsements", you will need to Google some images for that content.

### 3. Audience

This is an informational site, and will not be promoted commercially or used by Gucci in any way. However, my instructors, prospective employers, and other people I network or communicate with may see it, as it will be in my portfolio. Therefore, it should cater to a relatively professional audience. Demographic information is widespread, but it likely will not include children.

### 4. Message

I want to focus on the Gucci brand as a whole and the different ways that they have manifested themselves in media (outside of just a Gucci belt). It should be informative, well-rounded, and delve into all aspects of Gucci as a brand and as a fashion house. It should give viewers information as well as being aesthetically pleasing and promoting the brand.

### 5. Tone

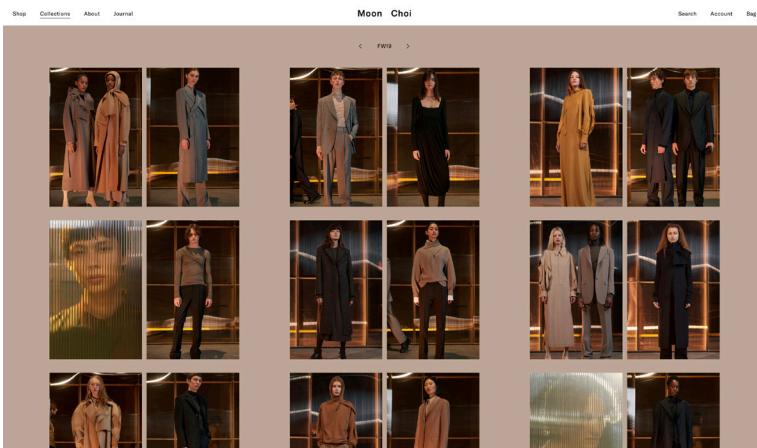
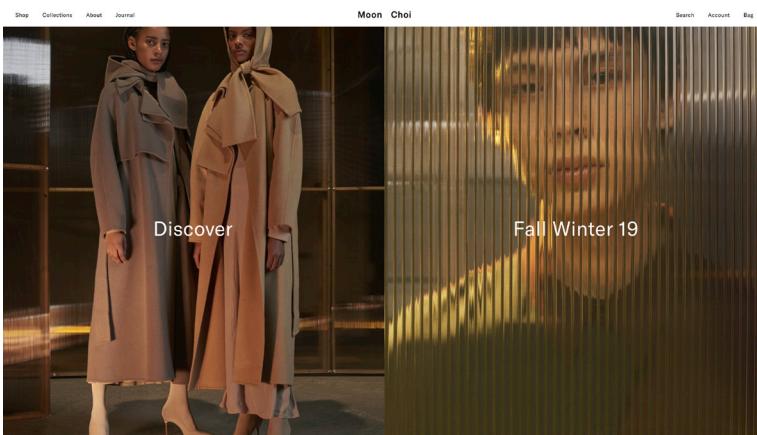
This was alluded to before, but the tone should be refined and glamourous. Gucci is a multi-million dollar company, and the website built should reflect that. There are already brand standards in place, so as a designer, you can use those as a jumping off point; however, I would encourage you to also give a visually "fresh" point of view. Fidelity to brand is important, but it should not look exactly like the official Gucci website now.

### 6. Visual Style

I believe something that alludes to Gucci's past as a leather luxury goods maker, but mixes in elements of the bright, fun, playful branding that they have today would be appropriate. Using aesthetics from past or iconic collections would be a good jumping-off point. Navigation pane should be at the top of the first page (History/Info).



Screenshot of Gucci website. Like the sans-serif typeface, but the playful imagery may not be wholly appropriate for an informational website.



Screenshots of Moon Choi's website. Really enjoy the way that they've used full-screen imagery to highlight the clothing and the way that they've presented a whole collection of clothing at a quick glance.