

Style an Interview

Part 1: Goals and Audience

I find the interview on the Vogue website, so the main target audience are woman in their late twenties to thirty's, who work in fashion industry or want to work in fashion. It can also be audience who simply enjoy reading about it. Vogue's target audience would be more upmarket woman, because most of the advertisement they put in the magazine are all upscale brands. People who will read this interview should be interested in fashion and it's culture. This is about how Vreeland's point of view on design influenced marc Jacob about his fall 2015 collection. People who read about this interview are people who care not only about his collection, but the story behind his inspiration. The goal of the interview is let reader know about the inspiration behind Marc Jacob's collection and how he read Diana Veerland, also about what he view as fashion.

They way author portrait the interview is in an article form. She puts marc Jacob's fashion photos on the left side of the web page. Some of the photos are inserted in between the article. I think is very good to put pictures in the article, because most of fashion lover are more visualized person. This would help grab their attention. The texts in the article are black in a big font. Since there are photos on the page, it is good to only use simple text. The content is arranged from topics, then dates and authors name on the second line. After that is all the social media icons (facebook, twitter, pinterest,etc)that can guide reader to repost this article, this icons is put on the top is because it is important to spread the article. Then after this is the sub-title, which are arranged vertically in bold, I think is a little bit strange to do it this way, since I think this sub-title is more interesting

than the real title. The content of each paragraph are arranged in time manner of the interview. I think the reason why the pictures of the runways show arranged vertically is to guide reader to scroll down. The big name is putted on the first line, which I would assume Suzy Menkes are very famous. Her name and marc Jacob's name can attract more readers.

<http://www.vogue.co.uk/suzy-menkes/2015/02/suzy-menkes-interviews-marc-jacobs>