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Johnson*

BRIEF

January 2026



OVERVIEW

We are launching two distinct digital products under one parent vision.

Cupcakes + Broccoli (C+B) is an education, tool, and convening platform for Black, Brown, and queer entrepreneurs or people seriously considering starting a business.

Lillier is a daily, one-stop-shop marketplace for Black consumers and Black-owned products, with secondary focus on Latino, queer, and young mainstream audiences.



CORE OBJECTIVES



Design and build two standalone websites that:

- Share a unified design system and sensibility
- Serve very different user intents and frequencies
- Feel editorial, edgy, and chic
- Are exceptionally clean and usable on mobile first



BRAND RELATIONSHIP

The connection between Cupcakes + Broccoli and Lillier should mirror Dior fashion vs Dior beauty: different purposes and usage patterns, shared visual DNA. The connection should be subtle and embedded, not overt.



IMPORTANT:

THE LOGOS ARE LOCKED.

We will not be changing
the logos. The focus of this
exercise is to design and
build the websites.



THIS IS NOT:

This project is not a brand identity exercise, logo redesign, or renaming effort.

THIS IS:

We're most excited to see how partners interpret these principles into thoughtful, scalable systems rather than surface-level styling.



PLATFORMS



CUPCAKES + BROCCOLI

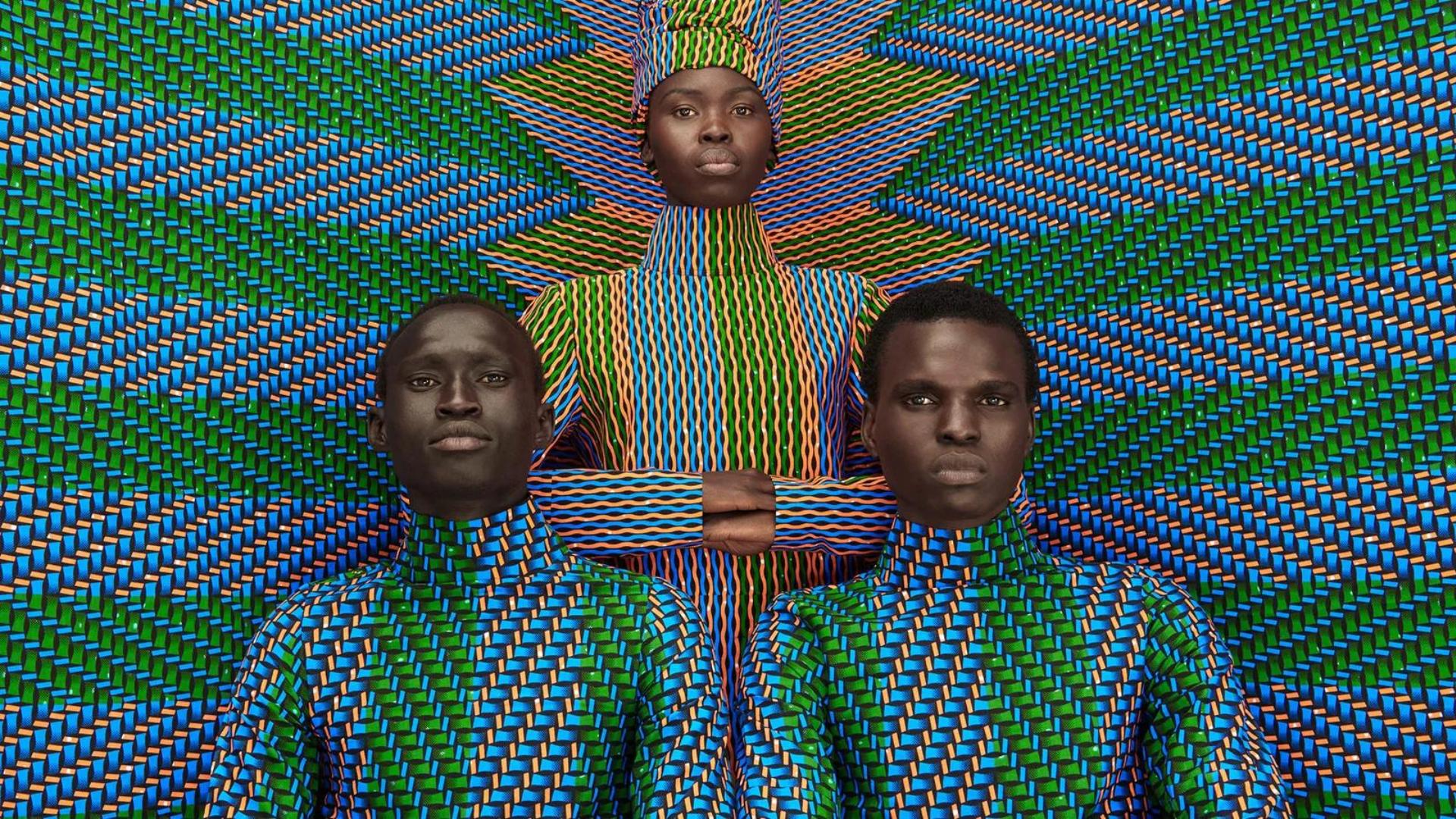
Squarespace



OWN YOUR JOY

Shopify

This split is intentional. The goal is experiential cohesion, not platform unification.



AUDIENCE & USAGE: C+B

Audience: Black, Brown, and queer founders and future founders

Usage: Learning, decision-making, execution, and momentum

Frequency: Multiple times per week

Core uses:

- Classes and educational programming
- A customized AI tool to support real business growth
- Member-only resources and guidance

Cultural anchor: Invitation-only Blind Dinner Parties
Intimate, family-style dinners for honest conversations about entrepreneurship and Corporate America. These dinners drive credibility, storytelling, and PR.



CUPCAKES + BROCCOLI



AUDIENCE & USAGE: LILLIER

Audience: Black consumers first; Latino, queer, and young mainstream second

Usage: Utility, discovery, repeat purchasing

Frequency: Daily or weekly

Core categories:

- Personal care
- Household essentials
- Fashion and accessories
- Gifts
- Packaged food

Black-owned brands are the default, not the category.





REVENUE MODEL

Cupcakes + Broccoli

- Subscription-based revenue
- Subscriptions should feel like access and belonging, not commerce
- Clean, calm checkout and member experience
- Editorial pacing preserved after login

Lillier

- Transactional e-commerce
- Designed for scale, repeat purchase, and operational growth





VISUAL PRINCIPLES (SHARED)

- Editorial, edgy, and chic
- High-contrast, confident, intentional
- Minimal, but never generic
- Fashion and culture-informed, not startup-branded
- Strong typography, whitespace, and visual rhythm
- Premium without ornamentation
- Calm, not cluttered
- Built for impact on mobile

The sites should feel closer to a fashion or culture publication than a tech platform.



C + B

PHILOSOPHY

What Peloton is for someone focused on physical health, Cupcakes + Broccoli should be for someone building or running a business.

- Designed to support consistency, discipline, and momentum
- Tools, classes, and AI guidance feel guided and motivating
- No dashboards, charts, or enterprise software aesthetics
- Structure without visual heaviness
- Habit-forming without feeling mechanical



LILLIER PHILOSOPHY

What Amazon is for convenience, Lillier should be for trust, taste, and everyday living.

Lillier should feel like Amazon built by someone with taste.

- Designed to be a default destination, not a special occasion
- Built for frequent use without visual fatigue
- Curation replaces endless choice
- Familiar categories, elevated presentation
- Discovery without overwhelm

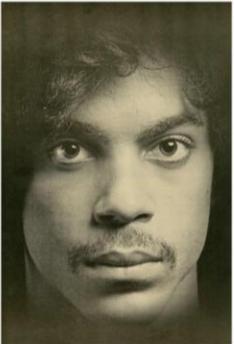


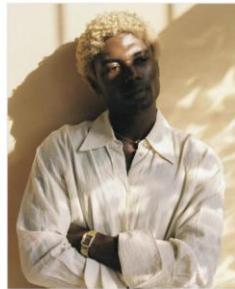
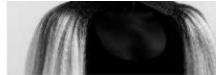
VIBE

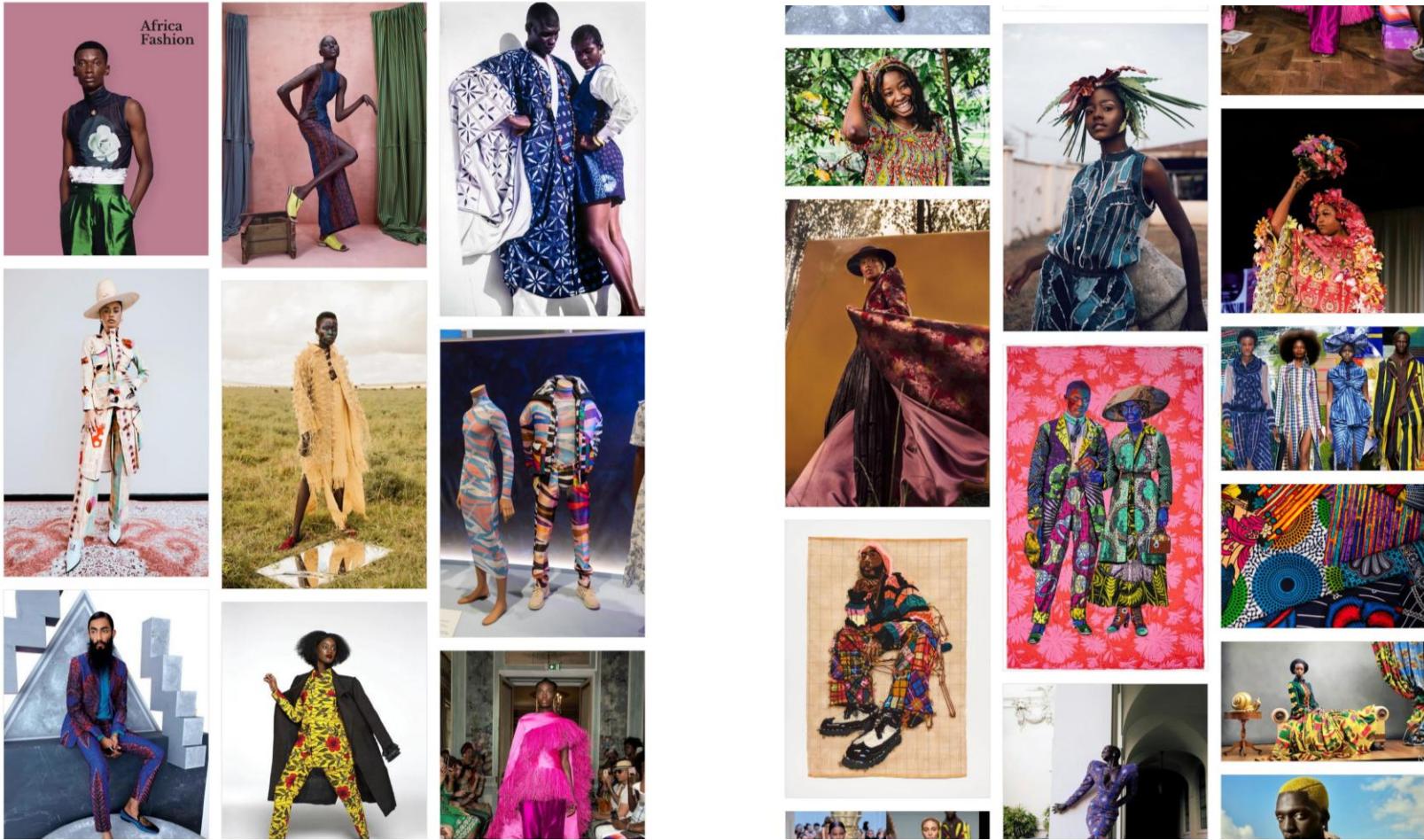
The brand is Black, chic, aspirational and forward-looking, grounded in Black American history and Africana without nostalgia.

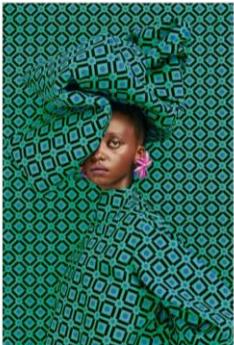
The tone is young, confident, and editorial. Imagery should feel authored and bold, pulling from fashion, culture, and art references that span heritage and futurism.

The design should anticipate and elevate high-caliber photography, with the understanding that the visual impact of the site will be driven by the strength of the imagery we are able to secure.









U/X DIRECTION – CRITICAL

Mobile is the primary design lens.
Desktop should feel like an expansion of mobile, not the reverse.



- Editorial plus tool-driven experience
- Clear navigation for classes, AI tools, and resources
- Minimal CTAs, high signal
- Authored, intentional flows
- Photography treated as cultural documentation, not event marketing
- Fast, frictionless, habit-forming
- Strong navigation, search, and taxonomy on mobile
- Designed for thumb-first browsing
- Everyday utility, not precious or niche



SCOPE

- Brand architecture and shared design system
- Two responsive, mobile-first websites
- CMS-driven builds
- Subscription functionality for C+B
- Full e-commerce for Lillier
- SEO and analytics baked in

Platform recommendations welcome within these constraints.

Deliverables are expected to include core page templates, navigation systems, and responsive layouts for both brands, with development through launch on Squarespace (C+B) and Shopify (Lillier). Content structure and visual systems should be fully defined, with flexibility for future expansion.



PROCESS

Amanda Johnson will serve as the primary decision-maker and creative lead for this project. Feedback will be centralized, with an emphasis on clarity, momentum and thoughtful iteration rather than committee-based revision.



SUCCESS CRITERIA

Success is defined by a site experience that feels editorial, confident, and culturally fluent on first impression, while supporting frequent return, ease of use, and long-term scalability. The sites should feel considered rather than trendy, and immediately signal taste, trust, and intention to the right audience.



WHAT MATTERS MOST

01.

MOBILE FIRST

Mobile cleanliness and
usability

02.

SHARED DNA

Subtle cohesion between
brands

03.

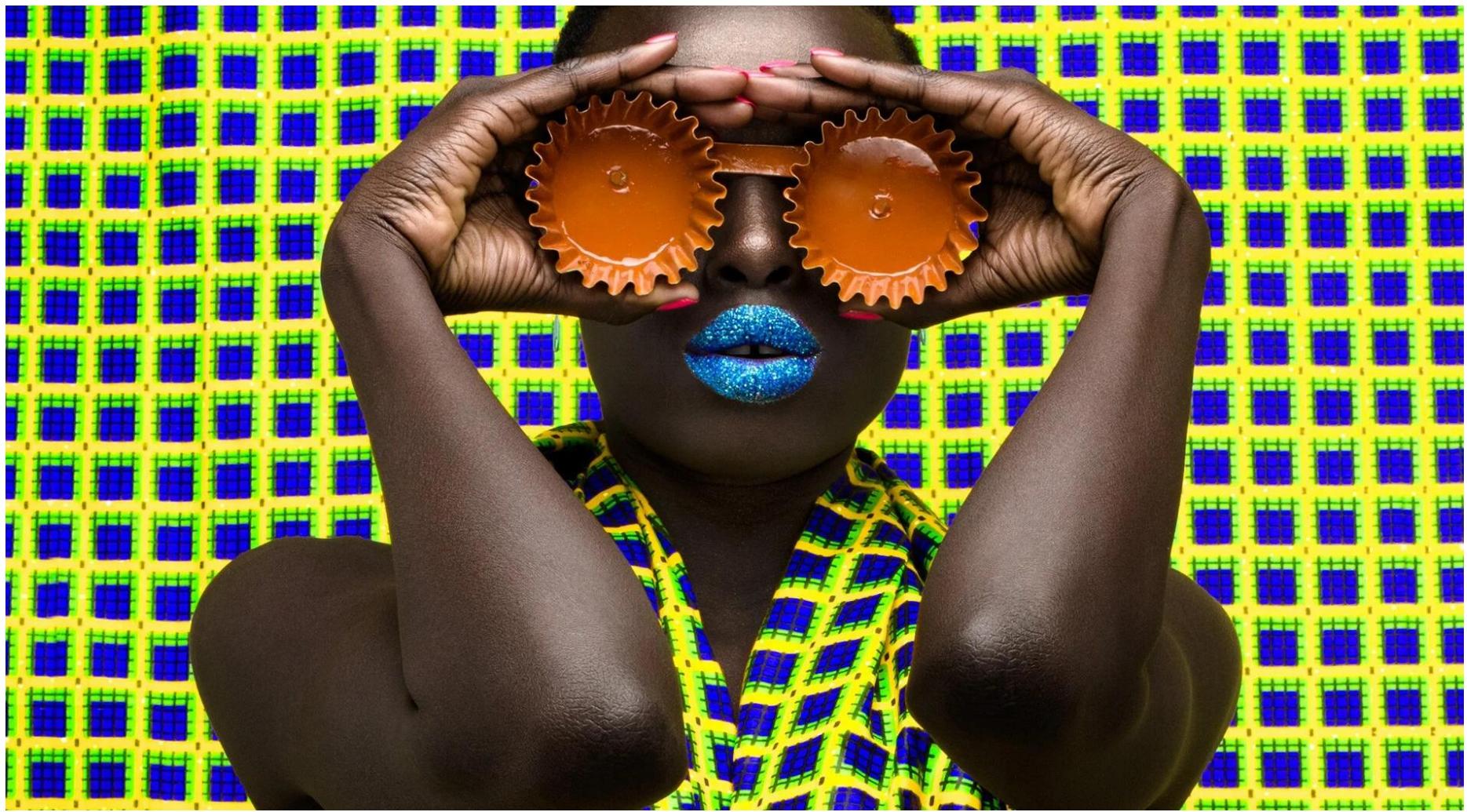
ENDURING U/X

Strong UX for first-time and
repeat users

04.

CULTURAL FLUENCY

A partner who understands
culture, taste, and scale



WHAT TO AVOID

- Over-explaining the brand relationship
- Trend-driven UI patterns
- Community or networking clichés
- SaaS-style dashboards or dense UI
- Anything that feels templated or cluttered on mobile



TIMELINE + BUDGET

Funded project.

Seeking a realistic, quality-driven scope with a phased launch plan.

Target Launch Date: March 1, 2026

Total Budget: \$12,500 USD



DESIGN REFERENCE

CAMO by Thandiwe Muriu

CAMO demonstrates how cultural reference can function as visual structure rather than decoration. Pattern is treated as architecture. Color is intentional, not expressive. The subject is centered, calm, and authoritative. Heritage is embedded, not explained. The work feels editorial, modern, and luxurious, balancing Africana with futurism through restraint and precision.

- Pattern used with discipline, not excess
- Texture as a design system, not an accent
- Boldness through confidence and stillness
- Culture embedded into form, not layered on top

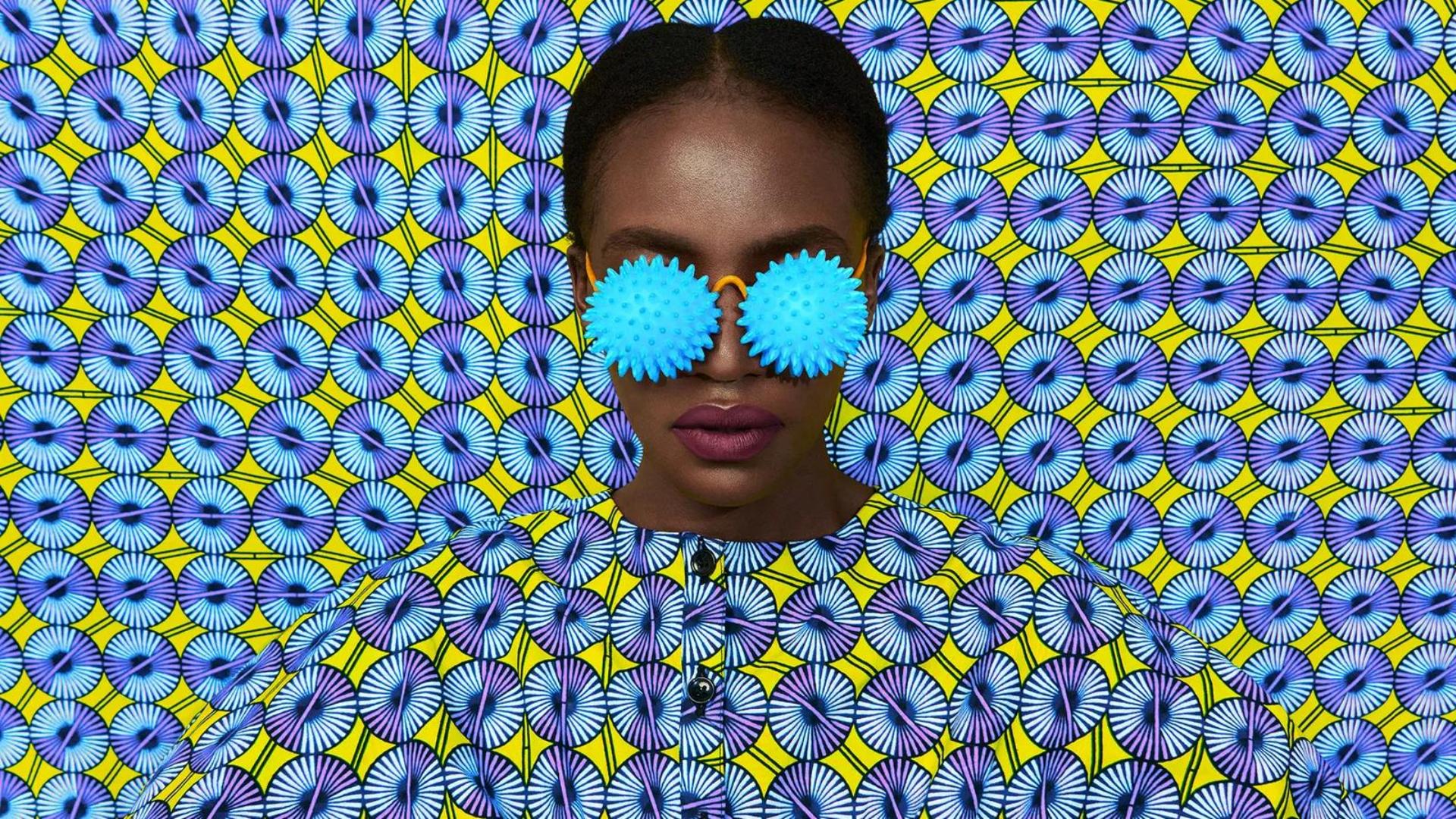
DESIGN REFERENCE (cont.)

This reference informs how photography, texture, and layout should work together to create a visual language that is unapologetically Black, chic, and contemporary.

- Pattern used with discipline, not excess
- Texture as a design system, not an accent
- Boldness through confidence and stillness
- Culture embedded into form, not layered on top











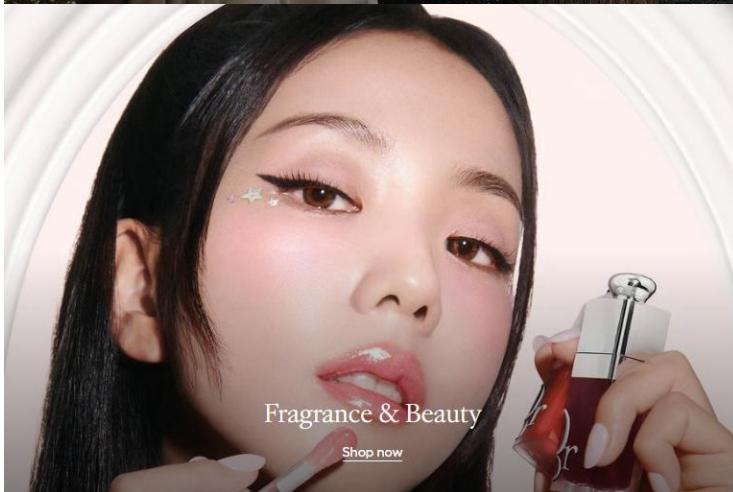






DESIGN PRECEDENTS

These case studies serve as design precedents that inform structure, pacing, and experience. They are referenced for architectural and behavioral principles rather than visual imitation.



DIOR

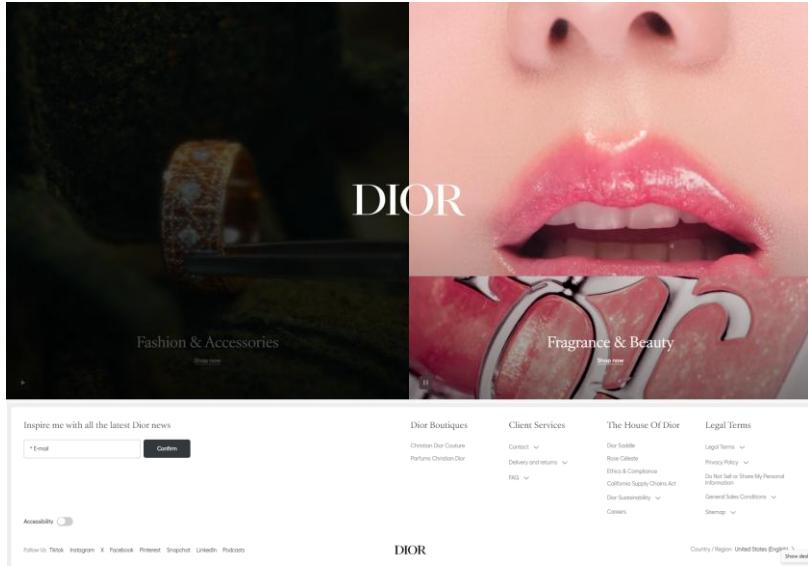
Editorial restraint, shared DNA,
visual hierarchy

- Strong hierarchy driven by typography and spacing
- Luxury signaled through restraint, not decoration
- Visual calm even within complex offerings
- Mobile experience feels intentional, not compressed

Why it matters for C+B and
Lillier:

Peloton is a reference for behavior, not aesthetics. It demonstrates how to create consistency, discipline, and motivation without clutter or enterprise software patterns.

THE RELATIONSHIP BETWEEN BRANDS EXAMPLE: DIOR

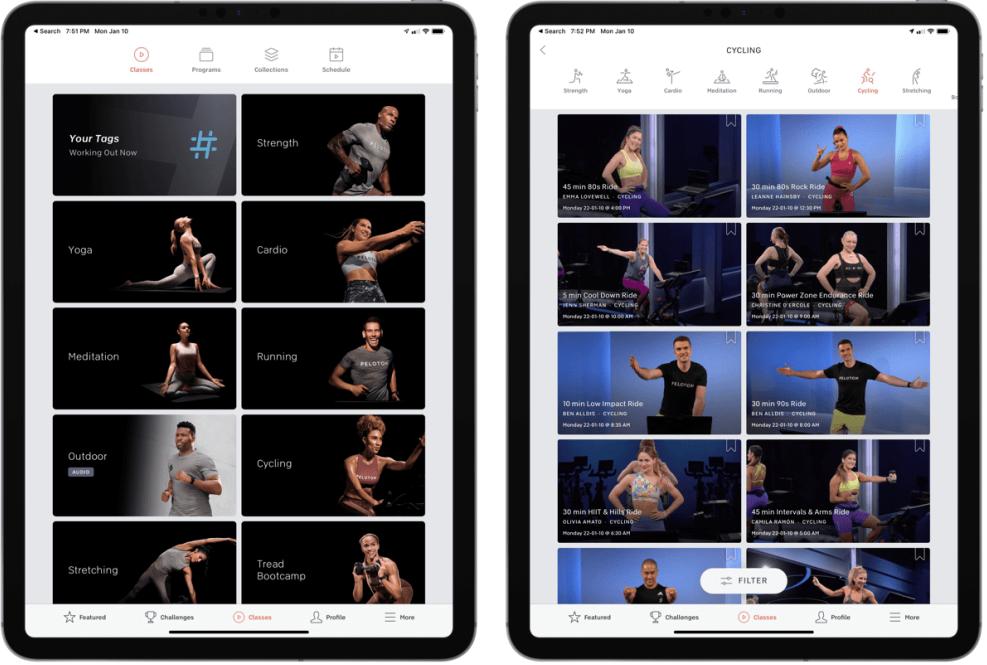


WHAT I
LIKE:

Two lines, Fashion/Accessories and
Fragrance/Beauty, same aesthetic

WHAT I
LIKE:

A landing page, e.g.
www.cupcakesandbroccoli.com\corporate, that points to both companies:
C+B on the left and Lillier on the
right. The idea is that we can present
both brands side by side and it has
similar clean aesthetic.



PELOTON

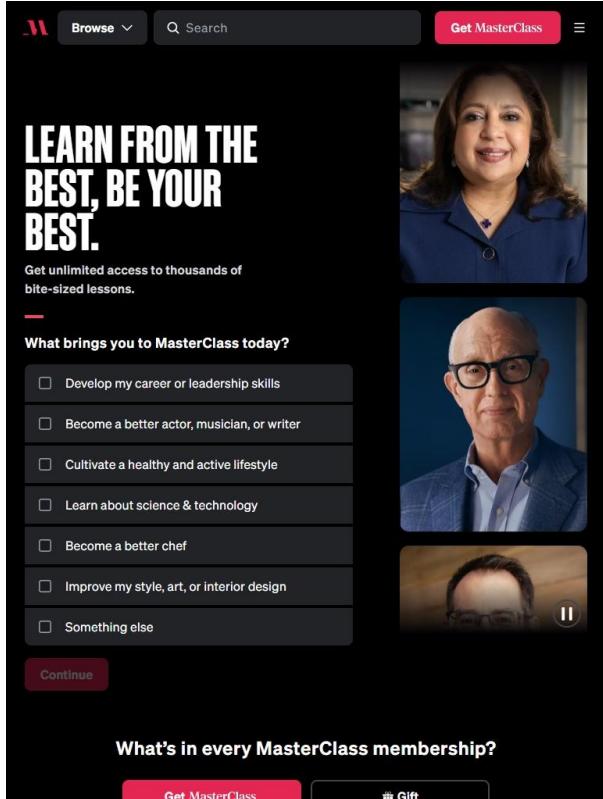
Habit, cadence, behavioral design

- Designed for daily or near-daily return
- Guidance feels personal and encouraging
- Tools support momentum without dominating the experience
- Structure is felt through flow and tone, not dashboards

Why it matters for C+B:

Peloton is a reference for behavior, not aesthetics. It demonstrates how to create consistency, discipline, and motivation without clutter or enterprise software patterns.

MASTERCLASS



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Fashion Design

Anna Wintour
Creativity and Leadership

Laura Kim & Fernando Garcia
Creative Collaboration and Fashion

Happy Clothes
A Film About Patricia Field

Diane von Furstenberg
Building a Fashion Brand

Naomi Campbell
Modeling Fundamentals

RuPaul
Self-Expression and Authenticity

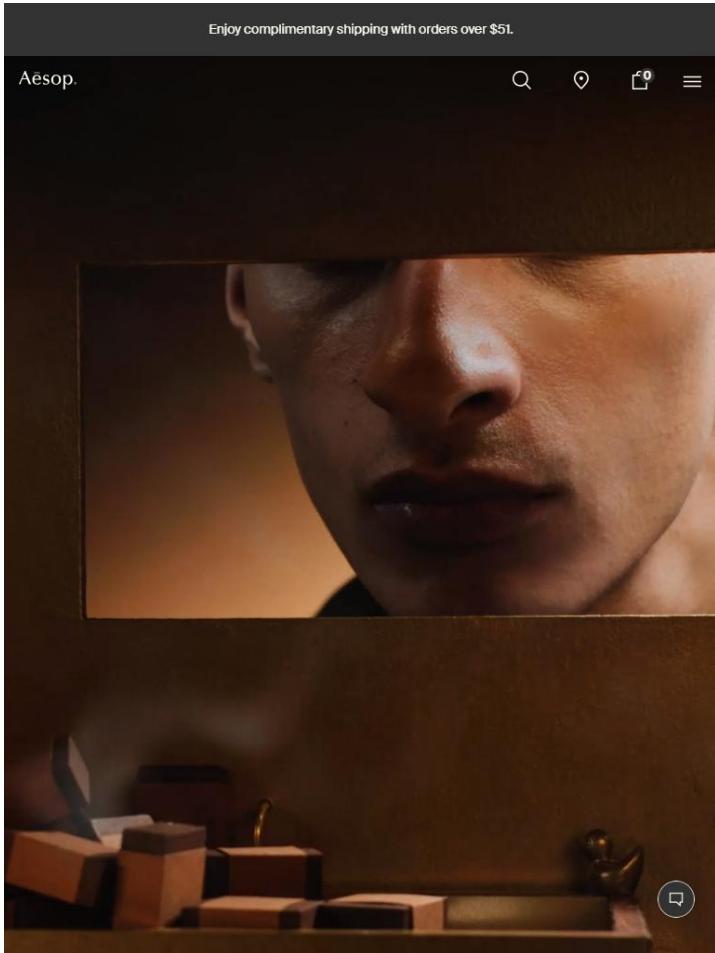
[View All 12 Classes](#)

Aspirational learning, cinematic authority

- Video-first learning presented with restraint and confidence
- Classes feel cinematic, intentional, and premium
- Structure without pressure or hustle language
- Encourages return through rhythm, not reminders

Why it matters for C+B:

MasterClass shows how education can feel aspirational and authored. It is a strong reference for presenting classes and expert guidance without visual noise or SaaS-style UI.



This image shows a specific feature within the Aesop mobile app. It features a large product image of a hand holding a tube of cream next to a larger bottle. Below this image, the text "Down to the wire" and "Festivities fast approaching" is displayed, followed by a promotional message about gift kits. A button labeled "Browse Gift Kits" with an arrow is visible. The bottom of the screen includes standard mobile controls for volume and orientation, along with a circular navigation icon.

AESOP

Everyday commerce with taste and trust

- Utilitarian products presented editorially
- Calm, confident mobile shopping experience
- Minimal promotion, maximum trust
- Designed for replenishment without visual fatigue

Why it matters for Lillier:

Aesop shows how everyday purchasing can feel intentional and elevated. It is a strong reference for building a high-frequency commerce experience without chaos or noise.



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