Identity: Feel free to answer in as brief or as detailed as you deem important for us to get a grasp of the nature of the enterprise. Many of the questions may have already been covered but this will serve as a document that we can return to in order to measure our success and make sure our focus stays on track with your vision where appropriate.

What is the essence of the business/you?
Deux Hommes is a digital fashion platform that features a curated list of emerging designers in luxury sportswear, avant-garde, and high-end streetwear.

How would you define yourself and the focus of your business/you?
(refer to deck)

What does the name mean? Both literally and abstractly or metaphorically.
Deux Hommes = Two Men (in French) and represent the 2 male founders- Jared and Carlos.

What would be the opposite or opposing force of your company name/you?
Support of "big fashion labels"

Who is your primary clientele/audience?
18-35 yr old men and women worldwide—forward thinking, into fashion and technology

And specifically which audience/market will the brand be reaching out to in hopes of growing awareness around your products?
18-35 yr old men and women worldwide—forward thinking, into fashion and technology

What is the main message you are trying to communicate to them?
There are new designers that have more forward thinking and "cool" design aesthetic than traditional mainstream labels. Support the emerging community by visiting our media site and (later) buying from us.

Please provide 2 tag lines, they are not meant to be perfect, just give a general idea of how you would sum up your company in 3 seconds.
(1)Emerging Fashion Platform
(2) The world of emerging fashion

Who is your primary competition?
https://www.notjustalabel.com/

(more here: https://docs.google.com/spreadsheets/u/1/d/1IFlJQhAEMI_HIN3Y2Q5Q3ltBQsJM-jrjeceQ0teoGQo/edit?usp=sheets_web)

Please provide 3 or more examples of well-designed logos (from any industry) and explain in your words what makes them successful marks.
Have a logo

Website Questionnaire

Simply state the goal/purpose of the website?
To create a community that supports emerging fashion- monetize through ecommerce and advertising.

What does it provide your clients?
Information + product

How do you plan to maintain your site?
Probably need a webmaster for big issues- but being on WordPress is friendly day to day.

Is there anything in the past that you have seen which should be avoided?
Don't think so.

What outcome will make this project successful?
Better UX, more friendly site to visitors, something build to retain people (capture leads), and drive more traffic (SEO)

What colors do you like?
Minimal aesthetic

Do you have a logo?
Yes

What would you like your site to be called?
Deuxhomm.es

What functionality would you like? (blog, e-commerce, gallery – please list all and in detail)
Content + commerce (we have WP for content and shopify for commerce- could use redesign on both)

How creative can I get with design? 1 = very basic, 5 = totally unique.

5

Please provide 3+ examples of sites that reflect either the size of the site you envision and or the aesthetic of the site you want to aim for?

Here is the aesthetic goal: www.nowness.com