

Creative Brief

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Project Title: Coco Chanel Website

1. Project Overview:

The goal of my website is to portray Coco Chanel's lasting impact and legacies, as well as the life stages leading up to this career.

2. Resources:

https://en.wikipedia.org/wiki/Coco_Chanel#Legacy_as_designer

<https://en.wikipedia.org/wiki/Chanel>

The copy and images can be found on these Wikipedia pages, but other relevant Google images can also be used.

3. Target Audience:

Although this site should be informational and useful for a broad demographic, it is generally more relevant to people who are interested in the topic of fashion or lives of fashion designers. If the completed website is included in my portfolio, the reviewers would be professors or prospective employers.

4. Message

I want to convey Coco Chanel's numerous achievements and revolutionary impact on the fashion world.

5. Tone

Because the goal is to highlight Chanel's influence and legacies, the tone should be eulogistic/admiring.

6. Visual Style

The website should be very simple, minimalistic, and clean, in order to encapsulate the essence of Coco Chanel's fashion and style. I am thinking of creating a black and white website, with maybe a hint of a neutral color. There should be a lot of negative space and a clean organization of information.

COLLENS



Fabrics

Collections

Garments

BRAND STORY

Chanel, the brand that epitomizes French elegance, started with one woman and a dream. She brought her passion for fashion, combined with her creativity, to the world of fashion and created a brand that has become a symbol of luxury and style. Chanel's success is a testament to her vision and her ability to create a brand that has stood the test of time. Today, Chanel continues to inspire and captivate the world with its timeless designs and iconic style.



COCO
CHANEL
CC



"I don't do fashion,
I am fashion."

- COCO CHANEL