

JOY OF CLOTHES WEBSITE BRIEF

Project Name

Joy of Clothes relaunch: brand, logo and website redesign

Project Description

Joy of Clothes www.joyofclothes.com is relaunching to focus on empowering style advice, e books
We need a new logo, brand identity and website which reflects this change.
The structure of the site and pages have been completed but we need to update the brand look and
Please read the full brief, uploaded, before submitting your designs.

Target market

Women, primarily aged 28-45, English speaking USA and UK
Ambitious and determined. Looking for solutions. Open to self-improvement. Maybe not as confident

Log/logo text

Brand name Joy of Clothes

Strapline version 1: Unlock your personal best

Strapline version 2: Unlock better

Logo/graphical icon for use with/without text

Eg

BRAND LOGO/ICON

JOY OF CLOTHES

Unlock your personal best!

Must haves

1. Web designs for home page, channel pages and advice pages (see attached brief)

Web designs must be consistent with new website design navigation, and page structure <http://dev>

2. Web style guide to include colour palettes/system; web fonts, icons, illustrations and guidelines

Nice to haves

Ebook front covers

Quiz promotions

Course promotions

Other web pages

Social media pages eg Facebook, Instagram, Twitter

Should not haves

Paid photography or photos where don't have the rights

The website channels



HOME PAGE <http://dev1.joyofclothes.com/>

The home page will have one hero panel at top followed by a panel promoting each of the channels

- Hero
- About
- Advice
- Courses
- Quizzes
- Ebooks
- Blog
- Underneath : Instagram feed

Each panel should have at least one image, text and call to action button

The structure is agreed but need recommendations on font, colours, images and buttons.

ABOUT PAGE

- Introduction to Michaela
- Mission
- Inspirational quotes eg use quote Maya Angelou — 'Do the best you can until you know better'
- The promise

SEE BACKGROUND BELOW

ADVICE <http://dev1.joyofclothes.com/style-advice/>

Panels or promo boxes for each type of guide

- Colour
- Shape
- Measurement

- Clothes
- Wedding

Advice page cross promote courses, quizzes and ebooks

<http://dev1.joyofclothes.com/style-advice/colour-guides/>

COURSES

Panel for each course plus general introduction to register interest

QUIZZES <http://dev1.joyofclothes.com/quizzes/>

Quotes quiz

Colour quiz

EBOOKS <http://dev1.joyofclothes.com/ebooks/>

Covers

BLOG.. <http://dev1.joyofclothes.com/blog/>

How we want people to feel after visiting the site

- Inspired, elevated and energised
- happy
- understood and cared for
- interested to find out, intrigued to try it out, trust in my expertise.
- that this is a place where they are being helped, not judged but helped....
- Above everything, the site needs to have charm- not cute, childish, playful.
- Michaela cares deeply about making a difference in people lives , the planet and animal welfare

Sites to look at:

- <https://www.24bottles.com/inspiration-fw-2020-21/> - (the site was updated for A/w- but check it out)

Design direction

- clean in colours, but not harsh e.g. not black & white like the stereotypical fashion sites
- clean & simplicity in the design of categories
- use of bright colours
- sites I like: apple, google, <https://www.instagram.com/thehomeedit/> - not so much their homepage
- Fashion site I like : <https://www.stellamccartney.com/es>
- I want to be part of the homepage- having a picture of me- but not dominating it e.g. <https://www.24bottles.com/>
- It should be a classy design, which shouldn't date in a minute and would need only seasonal updates

- I like the charm & wit of the Ikea ads <https://www.ikea.com>
- I LOVE the communication & layout of Nike: strong people, strong women, social awareness up, <https://news.nike.com/news/watch-nike-you-can-t-stop-us-film> , www.nike.com
- -> Being the rebel in the industry

Tone & Feel & Look & Language kind friendly, charming, honest, authoritative, leading

Colours

I love lemon yellow, lime green, Orange, red-orange, white, spring colours

I don't like: black & white , earthy colours, autumn colours

BACKGROUND

ABOUT MICHAELA

I started my fashion label Michaela Jedinak with the mission to empower women to be their best version

My innovative made to order fashion label is disrupting the traditional retail business model by promoting

I am very passionate about empowering women to be their best version. My mission is about transforming the fashion environment.

I am determined to rewrite the fashion rulebook by educating customers to know themselves first before following every fashion trend that was not designed for their body shape and lifestyle in the first place.

Thirdly I am passionate about disrupting the traditional retail concept with our innovative made to order fashion label footprint.

My vision is to help customers to build their very own unique sustainable wardrobe where they wear what they love.

On this site I will bring all my expertise together from being a corporate senior businesswoman, stylist and fashion designer.

I will offer online courses from debunking fashion myths, revealing fashion truths, how you have to be confident in your own looking and feeling authentic rather being a bad copy of someone else, being in control of your own wardrobe, creating courses how to be your best stylist, how to design value rather letting your fantasies play out.

Qualification:

- I am the best person to tell you this, because :
- I left my corporate life for my passion for debunking fashion myths
- I worked for many years as a stylist where I worked with 1000s of women and men across all body types
- I took my concept into practice by launching my own shopping label where I was designing quality in design, craftsmanship and fabric for the best ROI. We were one of the first fashion labels to focus on the consumer so we could spend the money on quality

