

Pretty Distinctive Website Design brief

Deadline: 16th January (First Draft)
20th January (Final Deadline)

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Market the Spot
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About Pretty Distinctive:

Pretty Distinctive is all about being unique, we look at everyone as individuals – that is why our clothes and accessories are all one off pieces. Our aim is to provide customers with clothes that they can feel and look glamorous in.

The aim of the website:

The main aim for this project is to make their clothes and accessories easily searchable instead of searching through op-shops to find the piece they are looking for. It is a new way to op-shop. Please find two wireframes that explain what the site will look like.

Target Market:

Our Market are generally 18-40 years of age and love unique fashion pieces. They are usually in the new age demographic and love to search for new creative ideas. They love being environmentally friendly and using organic products. They spend free time being crafty and creative and often work in creative jobs. They feel they are ahead of the curve/crowd rather than with the crowd.

Fonts:

Font 1: Open Sans

Font 2: Feel free to choose

Colours of the website:

- Deeper Pastels
- Bold
- Deep lines and funky shapes

Brand Words that describe the overall look of the website:

- Sheik
- Unique
- Out-of-the-box
- Classy
- Glamorous
- Pretty
- Elegant
- Cutting Edge
- Creative
- Classic

Home

Women

Men

Vintage
Clothing

Vintage Shoes

Old-
Fashioned
Assessories

Vintage
Clothing

Vintage Shoes

Old-Fashioned
Assessories

Dresses

Shirts & T-
Shirts

Shorts

Trousers,
Pants and
Jeans

Jumpsuits
&
Playsuits

Flats

Heels &
Wedges

Sneakers
& Joggers

Sandles &
Thongs

Boots

Jewelery

Belts

Hats &
Caps

Scalves

Shirts & T-
Shirts

Trousers,
Pants and
Jeans

Shorts

Sneakers
& Joggers

Flats

Dress
Shoes

Boots

Thongs &
Sandals

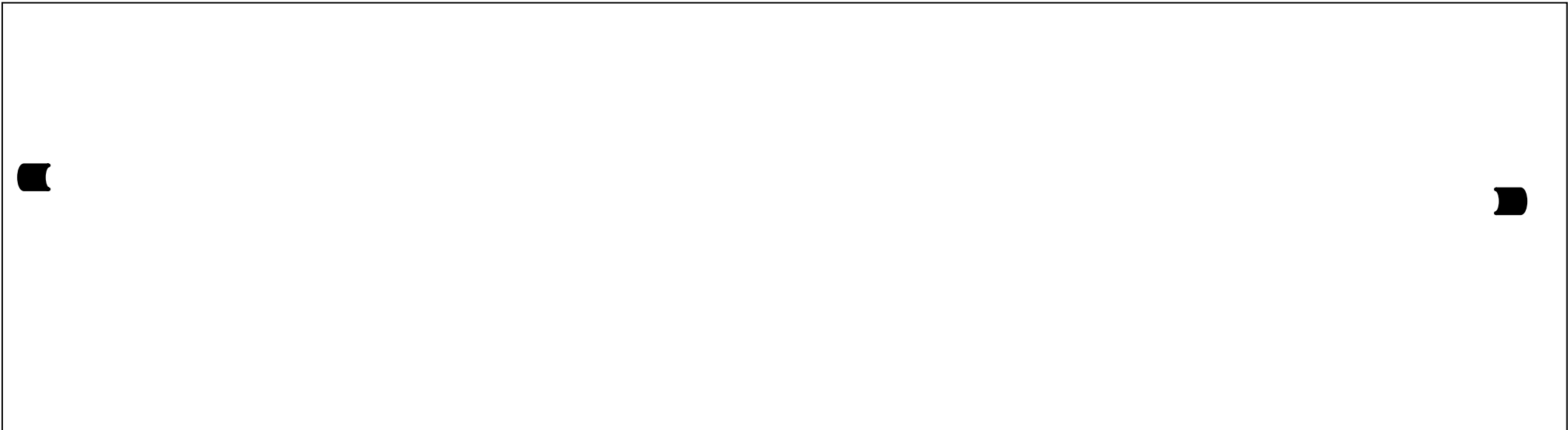
Belts

Hats &
Caps

Cufflings

Jewelery

Scalves



Featured Products

1950s Party Dress
ONLY: \$25

Double Breasted Coat
ONLY: \$30

1960s Hippy Dress
ONLY: \$25

1980s High Pant
ONLY: \$35

Style Tips (image with this CTA)

Shop Era (image with this CTA)

Join our VIP club and receive 5% off every order! (image with this CTA)

******Pretty Distinctive is all about being different. That’s way all of our clothes are unique, so you can be dazzling different******

Become part of our community

Sign up to our newsletter:

SIGN UP FOR EMAIL AND UPDATES

SUBSCRIBE

Social Media:

Facebook

Facebook >

Pinterest

Pinterest >

Instagram

Instagram >

Blog

Pretty Distinctive

About us
Terms of use
Privacy policy
Press

Connect with Us

Contact us
My Account
Style Tips
FAQs
Shipping
Track your order
Size chart

Shop by Popular Categories

Men

Women

Accessories

Bags

Shoes

50s

60s

70s

80s

90s

GeoTrust

Eway

PayPal

VISA

MasterCard

© Pretty Distinctive. All Prices are in AUD.

Vintage Clothes

- ☒ Dresses (100)
- ☐ Shirts & T-Shirts (50)
- ☐ Shorts (40)
- [See More...](#)

Era

- ☐ 1950s
- ☐ 1960s
- ☐ 1970s
- [See More...](#)

Size

- ☐ Six
- ☐ Eight
- ☐ Ten
- ☐ Twelve
- ☐ Fourteen
- [See More...](#)

Colour

- ☐ Black
- ☐ White
- ☐ Red
- [See More...](#)

Pattern

- ☐ Poke-a-dot
- ☐ Floral
- ☐ Stripes
- [See More...](#)

Brand

- ☐ xyz
- ☐ xyz
- [See More...](#)




Price




- ☐ \$10-15
- ☐ \$15-\$20
- ☐ \$20-\$30
- ☐ \$30-\$40
- ☐ \$40-\$50
- ☐ \$50-\$100
- ☐ \$100+




Home> Women> Dresses




VINTAGE DRESSES

All our dresses are one-off vintage pieces – and are all pre-loved. However all our clothes are in mint-condition and will look as though they are brand new. Be quick, as there is only one available per item and will disappear from the web once sold!

		
1960s Hippy Dress	1960s Hippy Dress	1960s Hippy Dress
\$25.00	BUY NOW	BUY NOW

		
1960s Hippy Dress	1960s Hippy Dress	1960s Hippy Dress
\$25.00	BUY NOW	BUY NOW

		
1960s Hippy Dress	1960s Hippy Dress	1960s Hippy Dress
\$25.00	BUY NOW	BUY NOW

		
1960s Hippy Dress	1960s Hippy Dress	1960s Hippy Dress
\$25.00	BUY NOW	BUY NOW

Become part of our community


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SUBSCRIBE

Social Media:

Facebook >

Pinterest >

Instagram >

Blog

Pretty Distinctive

- About us
- Terms of use
- Privacy policy
- Press

Connect with Us

- Contact us
- My Account
- Style Tips
- FAQs
- Shipping
- Track your order
- Size chart

Shop by Popular Categories

- Men

50s
- Women

60s
- Accessories

70s
- Bags

80s
- Shoes

90s



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Examples of competitors:

