

Creative Brief

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Project Title: House of Gucci Website

1. Project Overview

The goal of my website is to convey information about Gucci as a brand and a fashion house, not to create a website to buy Gucci products. That is why it is named "House of Gucci Website" and not just "Gucci Website". It should be a resource to present the brand in a way that is true to its identity, but also is performative and informational for users. It should be glamorous, refined, and fit the brand standards.

2. Resources

Copy is available at <https://en.wikipedia.org/wiki/Gucci>. There are some photographs available on the Wikipedia site, but for content like "Iconic Collections" and "Celebrity Endorsements", you will need to Google some images for that content.

3. Audience

This is an informational site, and will not be promoted commercially or used by Gucci in any way. However, my instructors, prospective employers, and other people I network or communicate with may see it, as it will be in my portfolio. Therefore, it should cater to a relatively professional audience. Demographic information is widespread, but it likely will not include children.

4. Message

I want to focus on the Gucci brand as a whole and the different ways that they have manifested themselves in media (outside of just a Gucci belt). It should be informative, well-rounded, and delve into all aspects of Gucci as a brand and as a fashion house. It should give viewers information as well as being aesthetically pleasing and promoting the brand.

5. Tone

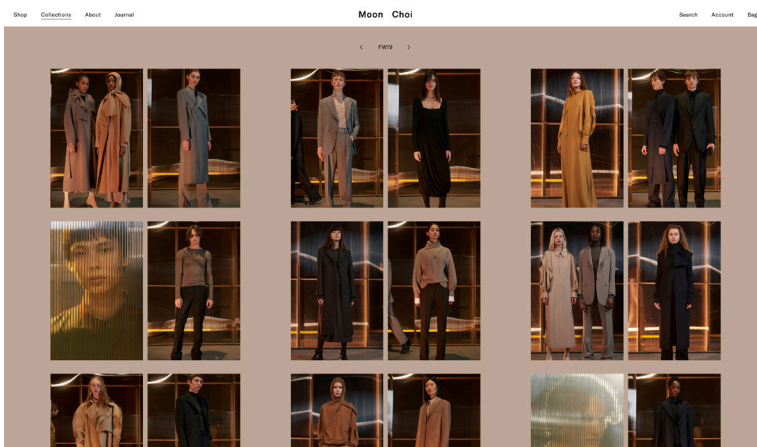
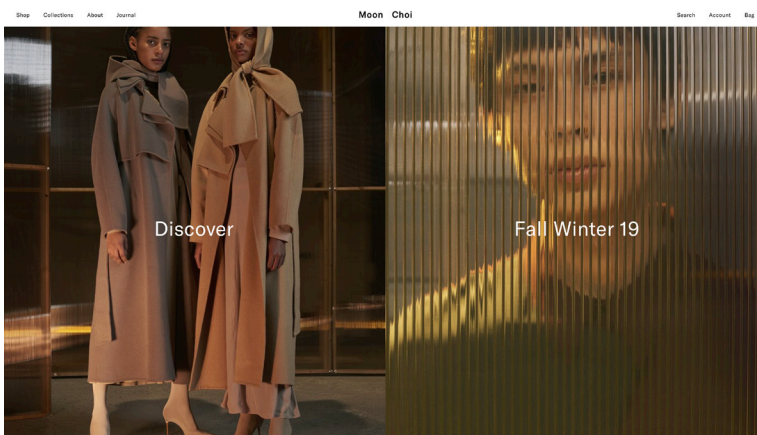
This was alluded to before, but the tone should be refined and glamorous. Gucci is a multi-million dollar company, and the website built should reflect that. There are already brand standards in place, so as a designer, you can use those as a jumping off point; however, I would encourage you to also give a visually "fresh" point of view. Fidelity to brand is important, but it should not look exactly like the official Gucci website now.

6. Visual Style

I believe something that alludes to Gucci's past as a leather luxury goods maker, but mixes in elements of the bright, fun, playful branding that they have today would be appropriate. Using aesthetics from past or iconic collections would be a good jumping-off point. Navigation pane should be at the top of the first page (History/Info).



Screenshot of Gucci website. Like the sans-serif typeface, but the playful imagery may not be wholly appropriate for an informational website.



Screenshots of Moon Choi's website. Really enjoy the way that they've used full-screen imagery to highlight the clothing and the way that they've presented a whole collection of clothing at a quick glance.