Initial Meeting Notes

Creative Director: Priya Kral
Designer: Marie Foss

We talked about adhering to brand standards, but not making the website look exactly like the Gucci website itself. Instead, it should have fidelity to brand but should be website-adjacent; a place people can go if they want to learn more about Gucci as a brand and as a fashion house, not to buy clothes. We agreed on emphasis on an informational site, but yet remaining glamorous and refined. We spoke about color palette a mix of Gucci's traditional legacy as a luxury leather designer, and some of the bright, high-saturation colors that they use today. There was discussion regarding the approach of the website itself – it will be different pages to highlight each unique aspect of Gucci. There should also be a navigation pane at the top of the page that will clearly direct individuals through the different pages and remain sticky to the top if there is scrolling involved. If there are full-bleed images, white text on a darker image should be used, but if there are smaller images, black text against a white background should be used. We will communicate through text as developments are made for critiques and further questions.