

Creative Director: Grace

Designer: Christie

Fast Fashion Microsite: Meeting Notes 2 (11/10)

- Like both layouts!
 - A:
 - Button motifs are really nice; thinking of adding hover states to them (eg. having them increase in size)
 - Buttons in the mobile vers are also a nice touch
 - Other fun details: possibly also have a needle and thread go through the buttons to show which page you're on and/or a visual that mimics a clothing hanger at the top
 - Christie will play around w diff ideas and see what works
 - Maybe find a way to make the title stand out more → many options: diff font, text color, etc. → up to Christie's discretion
 - Like the staggered text + article call-outs (will also be responsive in some way when hovered over)
 - B:
 - Love the hanger idea → if going w this layout, find a way to incorporate it better → eg. making each section move by like clothes on a hanger (may not turn out the way initially envisioned; just a prelim idea)
 - Multiple carousel idea may be scrapped → could be too much going on at once (the single carousel seems p effective as is)

- Mobile layout → not as effective as in mock up A just bc the text isn't broken up by images