

## Tagline

- Bold without words

## Website Layout

- Home
  - What Topaz Couture is and who it caters to (target market – women, men, and children – specializes in women's clothing the most)
  - Summary of services
- Meet Jennel
  - Video introduction
  - Small blurb about Jennel
- Gallery
  - Events Attended
  - Featured Projects
- Services
  - Alterations
  - Custom Made
  - Ready Made
- Contact
  - Placed in Footer
- Shop
  - New Arrivals
  - "Own This Outfit" (takes you to a form where you can send your measurements and book an appointment)
- Blog
  - Current things happening
- Reviews/Testimonials

## Website Content: What I Need

*Please Note: The information you provide for these pages does not need to be formal. Point form works best! You can provide everything briefly and I will create the 'filler' text to make the information for every page flow together.*

- Home Page
  - Adjectives (3-5) that you believe describe Topaz Couture the best
  - Daring, vivid, eye catching or striking, unafraind, detailed, expressive, authentic
- Meet Jennel Page
  - How long have you been designing? 7 years, from 2012 I Jamaica
  - When did this desire for fashion start? My desire came when I first started doing little alterations to my clothes that couldn't fit me. Then there was a time, when living in Jamaica, I needed to go to a fancy dinner. I didn't have the money to buy a nice dress, so I decided to buy fabric instead and sew a dress by hand. It was my first time doing this, and it came out well, and got many hits at the dinner! I then realized that I enjoyed making the dress, abd decided to buy a sewing machine. After this I started making clothes for myself and people. I realized my passion for fashion and continued. Im fully self taught.

- Why specialize in women's clothing the most? Do you enjoy creating for women more than others?
  - I enjoy designing women's clothing. I feel that women's clothing is easier to for me to be more expressive, creative, and to share my personality, since I am a woman. Women clothing is also the leading seller, though competitive, in the market, So I'm also being very strategic in my target buyers.
- Explain briefly what the tagline means to you/why you felt it suited your designs the best?
  - *I think the tagline is great by the way. Would you prefer I work the tagline into the 'Home' page or the 'Meet Jennel' page? I can make it work either way.*
  - Thank you!! I was thinking that the tagline would be apart of my logo, so it would be evident on each page. I think. I would like it on. the home page though. We can see what looks better.
  - But the tagline, describes my style and designs perfectly. I express unique designs that are bold, eye catching and fierce, that cause heads to turn, making the person wearing them feel so confident and comfortable. When people see a person wearing Topaz Couture Designs, they will see a person who knows who he or she is, strong and confident. No words are needed. The clothing does the talking!
- Brief educational background, if any. I went to school for nursing! And I've never gone to school for fashion. I'm self taught. People always ask how I'm a nurse and in fashion. I tell them that they are both my passion. As a nurse I enjoy caring and helping people, as a designer I enjoy making people look and feel great in the clothes they are in. So I do both, because I know I'm able to do and attain anything in this life.
- Any other information you would like included in your 'About' page. Perhaps something about your husband? Is he your biggest supporter? Or who/what has been your biggest inspiration behind fashion design? **Omg I love my Husband! His name is Junior Reid and he's my biggest supporter, my visionary, also sometimes my co-designer, which he's so great at. Though his background is in finance, he loves fashion as well, and he's with me every step on the way. He helps me with so much I truly thank God for him.**
- My biggest inspiration for being behind fashion, is to help people. If I can do something that will make someone feel great about themselves, I'll do it, and I know that fashion can do that. Also, with some of the pieces I make, I give to Christian organizations to help people, as I am a Christian. And being able to help this way really encourages me to do and attain more, so I can give more.
- Services Page
  - What do these services (alterations, custom made, and ready-to-wear) include exactly? **Custom made designs include designing a totally new clothing item for a person, who either has or doesn't have a vision of what they want. I work with the customer to come up with a unique design to fit their expectation and desire.**
  - Ready to wear service that I provide includes one of a kind, unique, items that I've made, and have in my collection for sale. I usually have only one or two of

these items, which are very exclusive and available for whoever wishes to have it. Most likely they will be the only person having that design.

- For example: what kind of alterations do you provide? Simple alterations such as hemming or extreme alterations as well such as redesigning an entire dress?
  - My alterations include: hemming, dress or pant shortening, dress or clothing redesign, size alterations , and now doing wedding dresses.
  - Can you also alter clothing that isn't as extravagant? For example: a simple cardigan for sleeve length versus altering a wedding suit? Yes. I alter non extravagant and simple clothing for a great competitive price.
- Not everyone will understand the difference between custom made clothing versus ready-to-wear clothing. It would be great if you could distinguish the difference between the two.
  - You can also explain why you believe having both types are important. Some businesses just cater to one, either custom or ready-to-wear. You said it right! Having all 3 options, increases my ability to cater to more persons and their unique needs. Some businesses cater to one, such as ready made, but there are people looking for specific things, who cant find what's in their mind in the store, or having sizing issues. This is where custom made is a great option. This service provides made to fit clothing that will make the person achieve their desired look and feel comfortable, knowing that clothing item is made specifically to their unique body.
- **Gallery Page**
  - Events Attended
    - Toronto off the runway Fashion Show- showcased a winter fashion line
    - AFRICAN Fashion Week Toronto (AFWT)- showcased african styled clothing using ankara fabric
    - Humber Lakeshore Campus for pop up Event for black history month- sold ready made items to students
    - Fashion art Toronto As a volunteer designer
    - Design was on Breakfast Television with Brenda Foramen wearing Topaz Couture Designs.
- **Featured Projects**
  - Aside from incorporating images on both of these pages, it would be great if you could provide 1-3 sentences about what these events and projects entailed. If you have specific events and projects in mind that you would like to feature, providing a bit of background information about them would be great.
  - I designed graduation sashes with ankara fabric for Humber College students, black history Month Celebration with the BASE.
  - II was a designer for a mass choir for Healing school Canada with Pastor Chris. With the help of other designers , I sewed uniforms for a 140 person choir.

- *I've started doing wedding dresses and bridal change off reception gowns*
- *I also design beautiful evening wear, which ive done for people having different occasions such as birthday parties and weddings.*
  - For example: Was an event for a special cause? What was the inspiration behind a specific featured project?
- **Blogging Page**
  - If you do want to go forward with blogging and are stuck, I can provide a few start-up post ideas to get you going. Any editing you would require from me for blog posts in the future would have to be discussed with Hanadi first!
- **Thank youu! I will let you know if I need help. ☺**