

## 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
- Meet Jennel Page
  - How long have you been designing?
  - When did this desire for fashion start?
  - Why specialize in women's clothing the most? Do you enjoy creating for women more than others?
  - 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.*
  - Brief educational background, if any

- 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?
- Services Page
  - What do these services (alterations, custom made, and ready-to-wear) include exactly?
    - 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?
      - Can you also alter clothing that isn't as extravagant? For example: a simple cardigan for sleeve length versus altering a wedding suit?
    - 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.
- Gallery Page
  - Events Attended
  - 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.*
      - 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!