

Creative Brief

by Adrienne Spring Beatty

Client:

Moonshine Junkyard Vintage Fashion
905 Darlington Street Placerville, CA 95667

Project:

Website Design

Overview:

Moonshine Junkyard is an up and coming vintage fashion business and a consistent retro fashion/ inspirational blog managed and written by Heather Coelho Spring. For the time being the blog exists on a blogspot.com sub URL and sells clothes from Etsy.com. Heather would like to expand the blog and shop by creating a website called www.moonshinejunkyard.com that serves as the new blog, a link to the Etsy shop, and is its own online shop.

Objective:

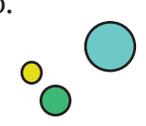
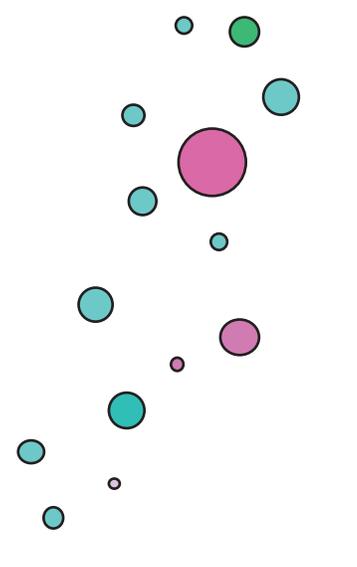
To present Moonshine Junkyard in a more distinct, independent, and entrepreneurial light than the current blog template demonstrates, to promote sales of vintage clothing through the website itself, and to inspire readers to want to return to the site for good reads and future shopping.

Target Audience:

Girls age 16-40. Primarily girls that are into vintage and retro art and fashion, college students with a flair for art and trends, “hipster cupcake”chics who love being eco-friendly, reading, and relishing daily life by doing things the “old school” ways.

Tone and Image:

Images should convey a handmade tangible feeling and have individualistic flair. The headlines and subheads should be handwritten and appear more as illustrations and works of art than just simple copy. Colors will convey sunshine and cheery feelings. Turquoise, bright yellows, pinks or orange. Handdrawn or vector art will be incorporated into the buttons and links. Photographs will be large, colorful, and playful with retro frames and filters suggestive of old polaroids and other forms of retro film photogra-



phy. The website should make the audience feel they have stepped away from the computer. There will be a lighthearted playful mood in both the bits and pieces that represent decades past and the edgy, girly, modern feel of the site itself.

Resources:

I will be utilizing the current website (blog) to gather the information, as well interviewing Heather and gathering pieces from her own collection of inspirations for a mood board. I will be utilizing hand drawn art by her husband for some of the copy, buttons, and links.