

Discussion Points / Topics:

Creative Director: Madeline Montoya

Designer: Sang-Jin Lee

Topic: Chanel No. 5

Initial Comments:

- I really like the very simple element of the website, with the bottle being the forefront of attention
- Really nice high quality image of the bottle

Things to think about:

- I know I said simple, but maybe it's a little too simple? Maybe add some interesting type play to spice up the design aspect of the site? I've attached photos of editorial spreads I like and think of when I describe this (editorial design is pretty much the thing I know the most about)
- I think the different pages of the site looking like the label is a really cool idea, maybe push this further to make it really clearly indicated, or ditch it and go with a different visual strategy – not exactly sure what that would look like.
- It sort of seems like the bottle takes a big backseat to the specific informational pages, which is fine, but maybe the image becomes a little too small. There's so much text that it kind of takes over and sort of shifts from minimalist to a text heavy corporate looking site.

Conclusion

- I think can play with how "design-esque" element while still keeping it simple; currently it's so simple it sort of looks like a corporate or a site that isn't about a fashion topic.
- Play with the visual strategy of the different page sections
- Integrate the bottle more with the separate pages
- Feel free to take inspiration from editorial design or like a fashion photography shoot



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#3

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## INVENTORY

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