

Creative Brief

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Project Title: [LVMH Website](#)

1. Project Overview

The goal of my website is to inform on a really basic level. A lot of people know the LVMH brands, but don't really know the larger corporation they are all linked under. I want to show the umbrella brand and that brand's image.

2. Resources

The copy is available at <https://en.wikipedia.org/wiki/LVMH>. A lot of photography of the well-known brands can be found on <https://unsplash.com/> (no copyright). Logos can be found on Google.

3. Audience

This site is just an informational site for the public, people who might not have a passionate interest about luxury goods or spirits (champagne, etc.) or fashion, but want to know a little more about the brand. The demographic is really anyone 15+ in age.

4. Message

I just want to highlight the brand image that has carried the company so far.

5. Tone

The tone should be professional and classic/elegant.

6. Visual Style

The site should be clean and minimal. It should be classical, but possibly a modern edge to it. Above anything else, I just want it to be clean-looking. For colors, keeping to white and some darker gray or black, or maybe dark navy with gold-ish accents at the most. It shouldn't look too harsh/high-contrast—instead, a little bit softer.

