

## Content Creation: Draft One

### HOME PAGE

#### ***Daring. Vivid. Authentic.***

Topaz Couture Designs provides carefully curated ready-to-wear and custom-made clothing for men, women, and children. It embodies all that is strong and confident. It is where fearless meets fierce. It represents all that it means to be **bold without words**.

### MEET JENNEL

*Meet Jennel Reid, the creator behind Topaz Couture Designs.*

Self-taught and Toronto-based designer, Jennel has been creating and altering clothing since 2012. Although a nurse by background, Jennel's passion for the industry began when she was residing in Jamaica. In need of a gown for an extravagant dinner party, Jennel, with newly purchased fabrics and sewing machine in hand, created her first design.

She believes that her passion for philanthropy and professional practise in nursing combined with her desire to design serves the ultimate dual purpose: making people look and feel their absolute best. Recently, Jennel has taken a particular interest in designing for plus-sized women. She recognizes the significance of serving and meeting the needs of all her customers, and continues to emphasize that beauty is beyond size.

As a fellow visionary, supporter and at times co-designer, Jennel's husband is the brightest light that guides her through both her intimate and industry lives.

Instilled in Jennel's heart, is the notion that she can attain anything. The path to success may be a difficult and at times daunting one, but in the words of Ned Vizzini:

*Dreams are only dreams until you wake up and make them real.*

**NOTE:** I'm still unsure about inserting this quote! If you're not entirely loving it, I think we could end your bio with something like: "When Jennel isn't designing she's..." and we could list a few things you enjoy doing in your spare time.

### GALLERY

**NOTE:** Very simple blurbs like these will accommodate the photographs and perhaps videos of the events and projects. If you would like more in-depth descriptions (which I don't feel are necessary, it's your decision) please provide me with a little more info for the next draft.

#### ***Events Attended***

**NOTE:** If you know which year these events were attended; please let me know so I can include them in my next draft!

**African Ankara:** African styled clothing using Ankara fabric was displayed at African Fashion Week Toronto (AFWT).

**Frostbitten Fashion:** Topaz Couture Design's winter wear graced the stages of Toronto's Off The Runway fashion show.

**Volunteer Visionary:** Jennel devoted her time and designs as a Fashion Art Toronto volunteer.

**Pop-Up Presence:** Students at Humber College's Lakeshore campus purchased ready-to-wear items at a Black History Month pop-up event.

**Breakfast Television Breakthrough:** Brenda Foreman, Creative Director of African Fashion Week Toronto, wore Topaz Couture Designs while showcasing some of the anticipated styles of Toronto's 2018 African Fashion Week.

**NOTE:** I'm unsure if this should be placed here or under Featured Projects instead!

### ***Featured Projects***

**Sashes and Success:** With the use of Ankara fabric, Jennel infused cultural elements into the sashes of Humber College graduates.

**Appreciate and Celebrate:** To commemorate Black History Month, Jennel attended a celebratory event hosted by Humber College's Black Academic Success and Engagement (BASE) program.

**Healing and Helping:** Alongside Healing School Canada's Pastor Chris and other designers, Jennel created uniforms for a 140-person choir.

**NOTE:** When I looked into this school, I couldn't find any information on it. I think the name is now Christ Embassy Canada. Please confirm if there has been a name change!

**Glamorous Garments:** From bridal gowns to birthday party attire to everything in between, Jennel has created exquisite eveningwear for men, women, and children of all ages and sizes.

### **SERVICES**

*"Offering all three services increases the ability to cater to more people and their individual needs, as well as unique vision." – Jennel*

### *Custom-Made*

Made to meet the needs of any and every body shape and size. These items are created through intimate discussion and design ideas in order to achieve the desire of each individual. Topaz Couture Designs strives to create clothing that feels comfortable, radiates confidence, and expresses unmatched beauty.

### *Ready-to-Wear*

Effortless. Exclusive. Elegant. Often created with no more than two of the same item, these limited pieces are crafted for any person that desires to purchase them. They are sold in finished condition and do not require any additional redesigning. These items are not only made to wear but also made to impress.

### *Alterations*

Topaz Couture Designs offers hemming, dress or pant shortening, dress or clothing redesign, size adjustments, and wedding dress alterations. From simple, everyday cardigans and trousers to formal suit jackets and gowns, the restructuring of all men's, women's, and children's clothing are readily available.