

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 re-designing 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!