

Creative Brief

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Project Overview

The goal of this website is to be informative, and allow viewers to understand Fenty Beauty's larger social impact through their inclusive products and marketing. An additional goal of this website is to make the brand's image clear to the audience.

Resources

<https://www.fentybeauty.com/> (<https://www.fentybeauty.com/about-fenty>)

https://en.wikipedia.org/wiki/Fenty_Beauty

<https://www.instagram.com/fentybeauty/?hl=en>

<https://www.vogue.co.uk/beauty/article/rihanna-fenty-beauty-diversity>

Audience

This will be an informational site, not to be promoted commercially. Audience will include my professors and viewers of my portfolio, but is intended for audiences of all ages interested in learning more about Fenty Beauty and its effect on the cosmetics industry.

Message

I would like this site to focus on the core message of Fenty Beauty and its influence as a brand. Additionally, some focus on the brand's specific products would add context for the audience.

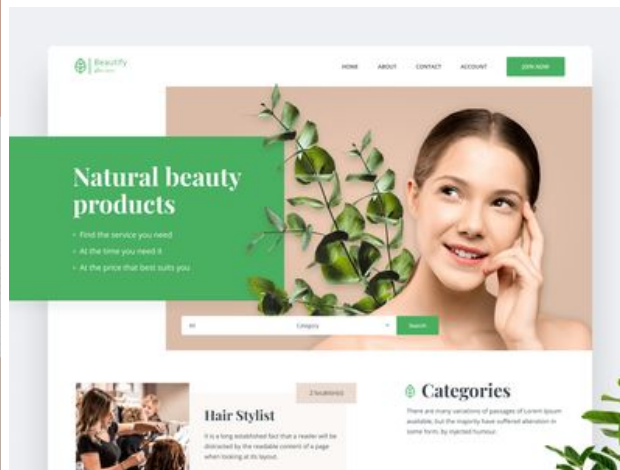
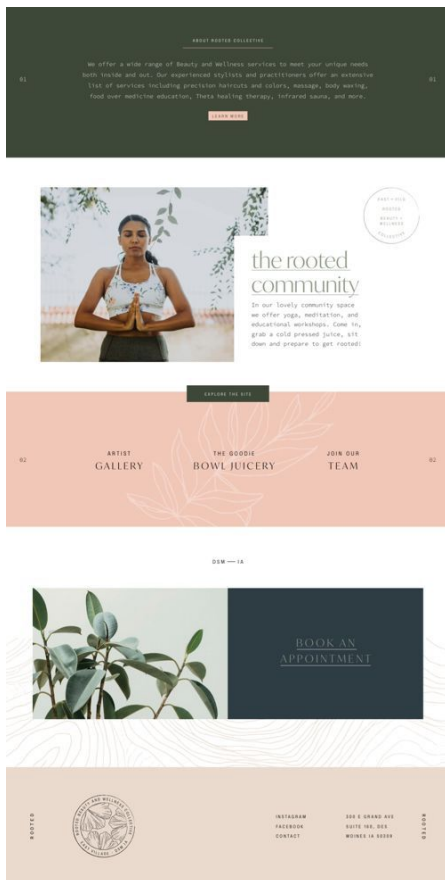
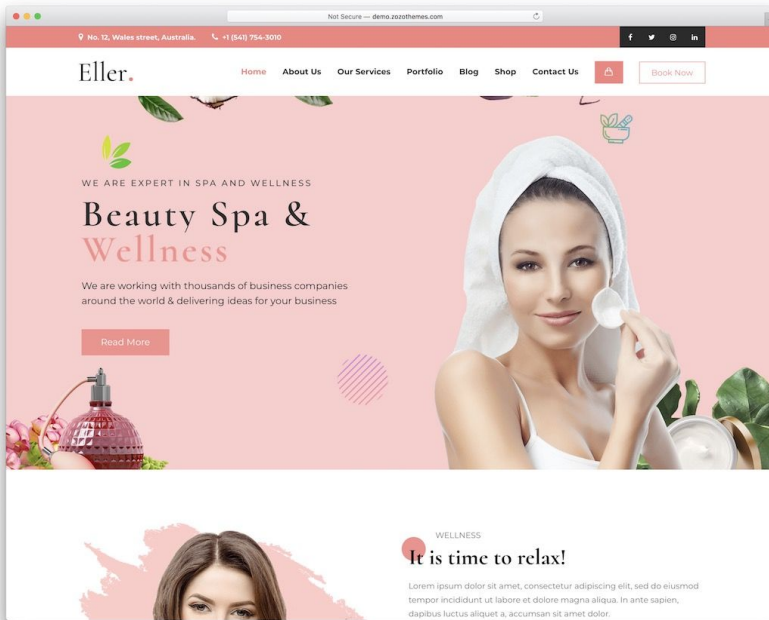
Tone

The tone I am looking for is modern, uplifting, and empowering. Could read a little bit like an inspiring instagram caption. Tone should not skew into "sales-pitchy" language about specific products.

Visual Style

The visual style should be clean and modern, using mostly neutral tones and soft pink/peachy colors. I am envisioning photo content being the main elements on each page, supplemented by blurbs about the brand overlaid or placed beside. I included some inspiration

images below to give ideas for layout. Would love to play with some elements of hover styles because I think they are important within beauty websites.





[QUICK VIEW](#)

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