

Project Brief

Project Title:

Titanium Love

Project Summary:

An e-commerce site for Titanium Love.

Primary Objective:

To build a website for Titanium Love.

Project Deliverables:

A coded website.

Target Audience:

- People from ages 18-33
- People who has love for punk/gothic inspired jewelry

Competition/competitors and Precedents:

- Chrome Hearts
- Tiffany & Co.
- Ed Hardy

Assets needed:

- Mission statement
- Photographs

Existing look and feel:

- Logo
- Black and white color scheme

