

Proposal / Navigational Chart / Wireframes

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Proposal

The Brand

Russell Sutter is a collection of unique items for the modern lifestyle. It celebrates personal style with modern interpretations of classic silhouettes. They are “perfect pieces” that blend classic American sensibilities and colorful folkloric traditions while incorporating intricate detailing, construction and sumptuous fabrics.

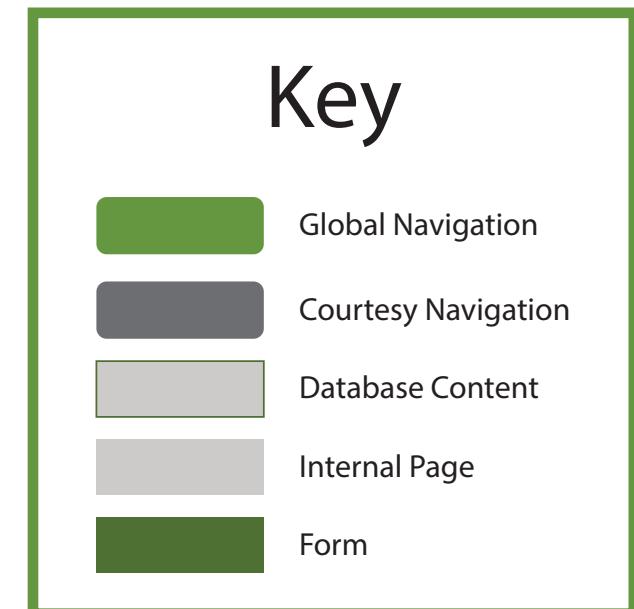
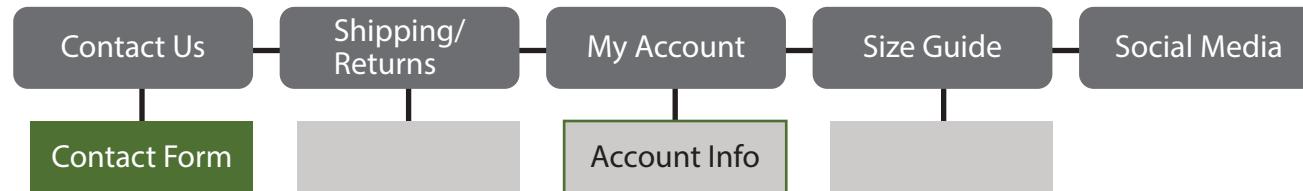
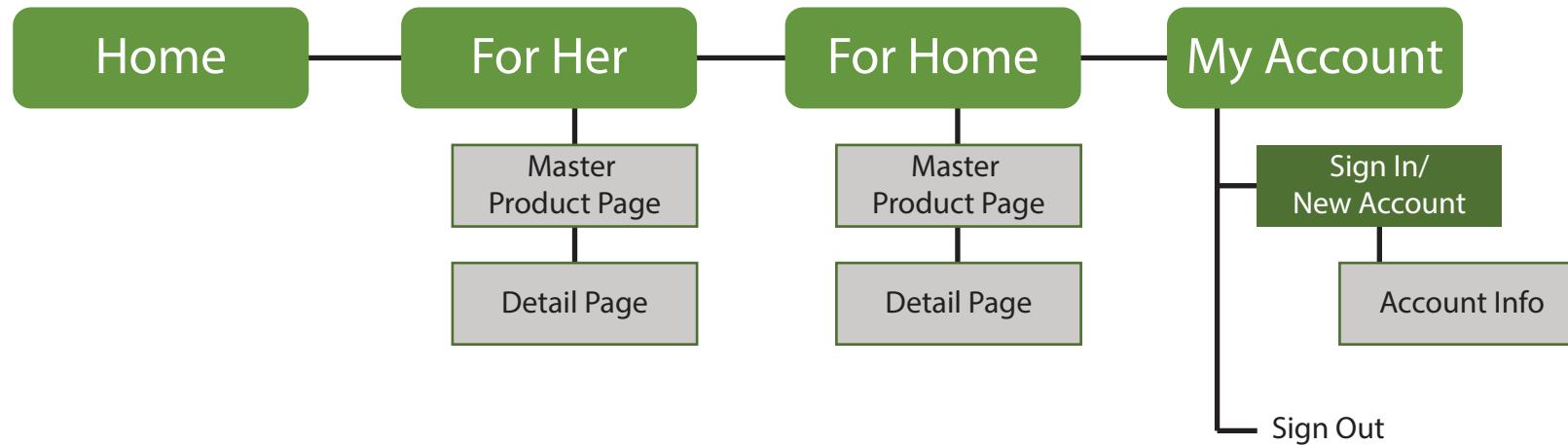
The Site

This dynamic site will be connected to a database that holds all the product information, including name, description, material, color, size and price. There will also be a database to hold all the membership/user information. Upon signing into their accounts, the users will be able to view the content that is connected to their level of membership. Wholesale customers will be able to view the wholesale prices and minimums, while general membership will be restricted to retail prices.

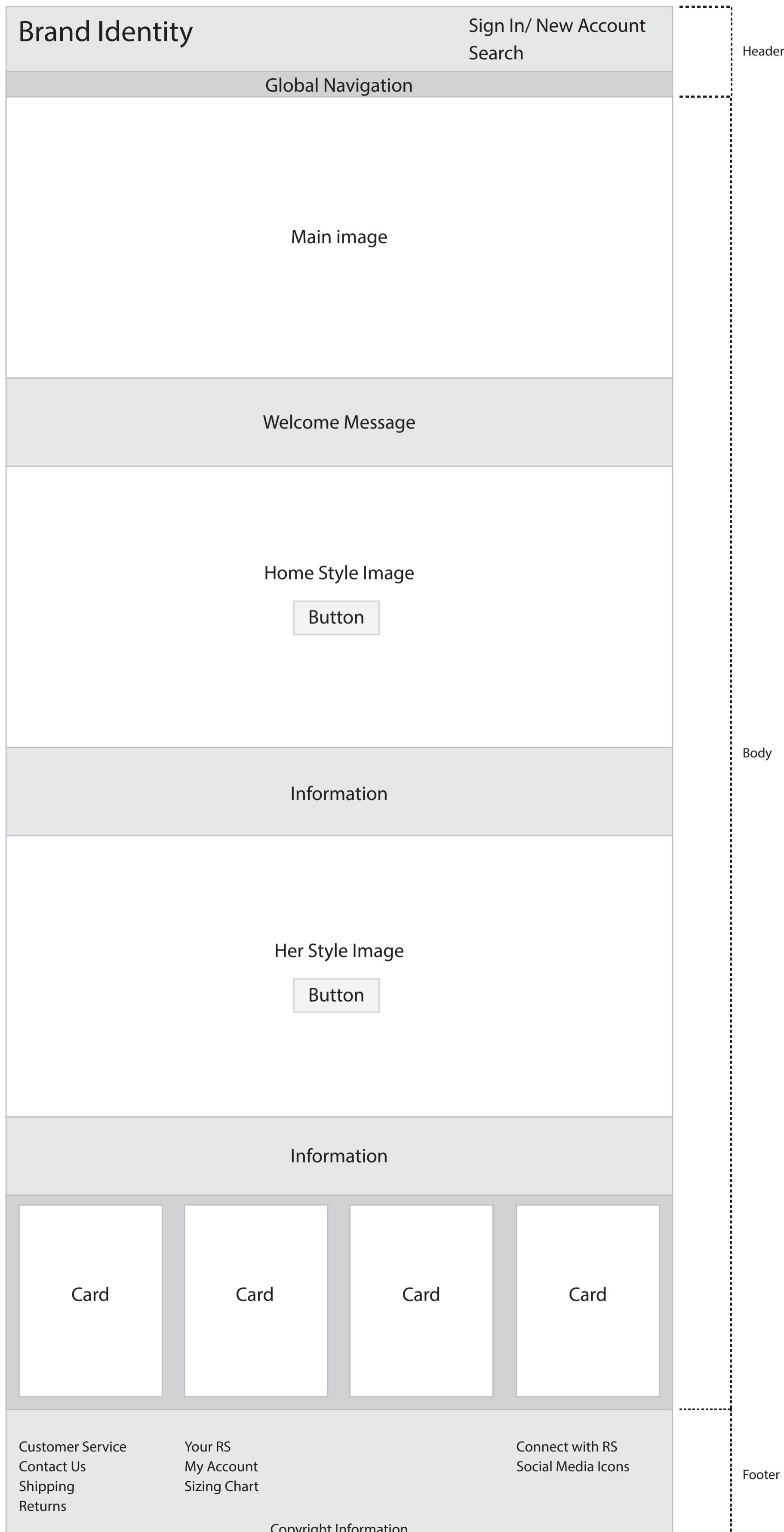
The Target Audience

The Russell Sutter target audience includes single or married women between the ages of 25 and 55 who are looking for unique garments for a special night out or to wear from desk to dinner. She is also looking for that perfect piece for her home or to give as a gift. She is gainfully employed and enjoys spending money on high quality pieces. Russell Sutter also offers wholesale pricing to small businesses and boutiques that would like to sell the product in their stores. They must have a wholesale ID number to sign up as a wholesale member and purchase at the special price.

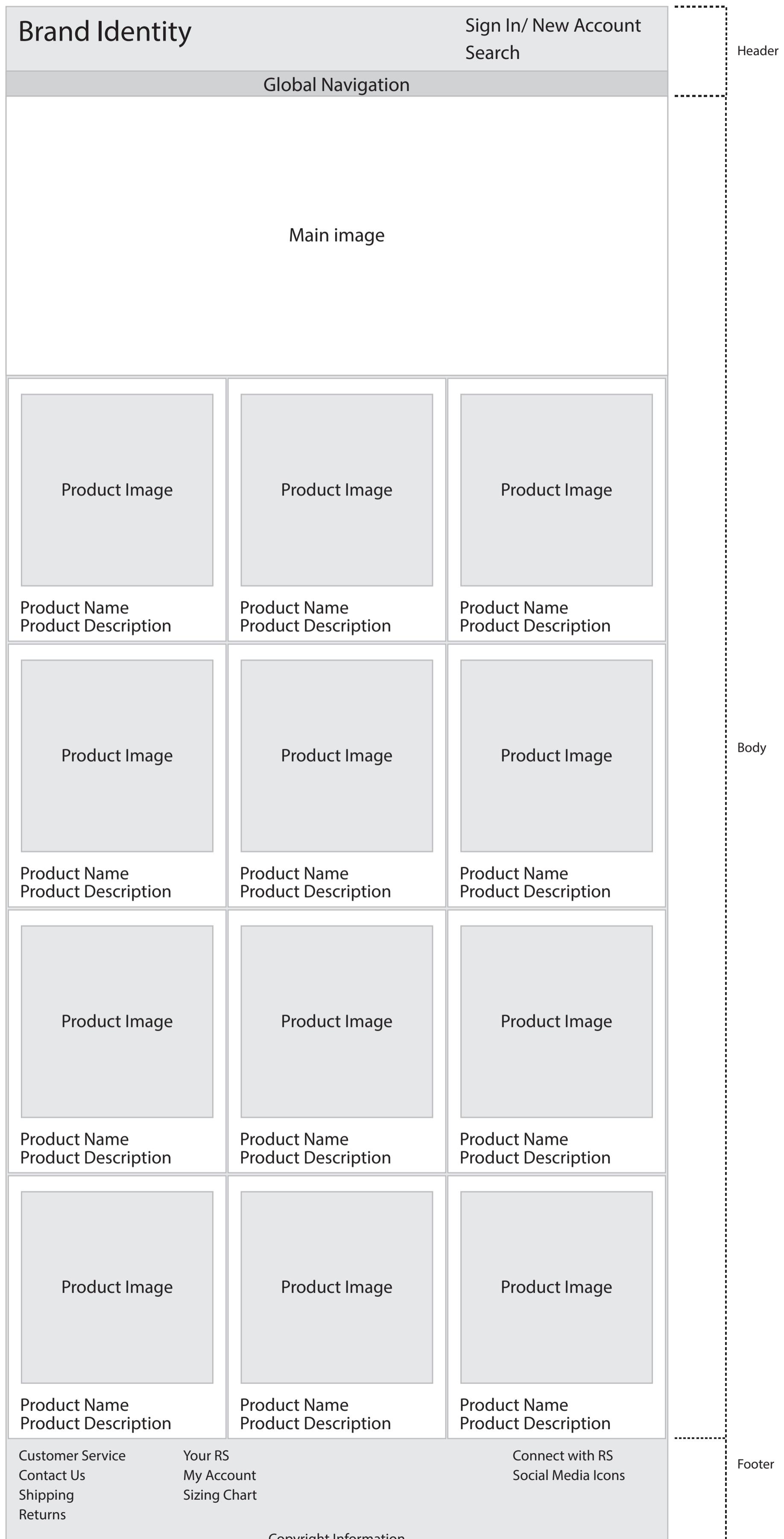
Navigational Chart



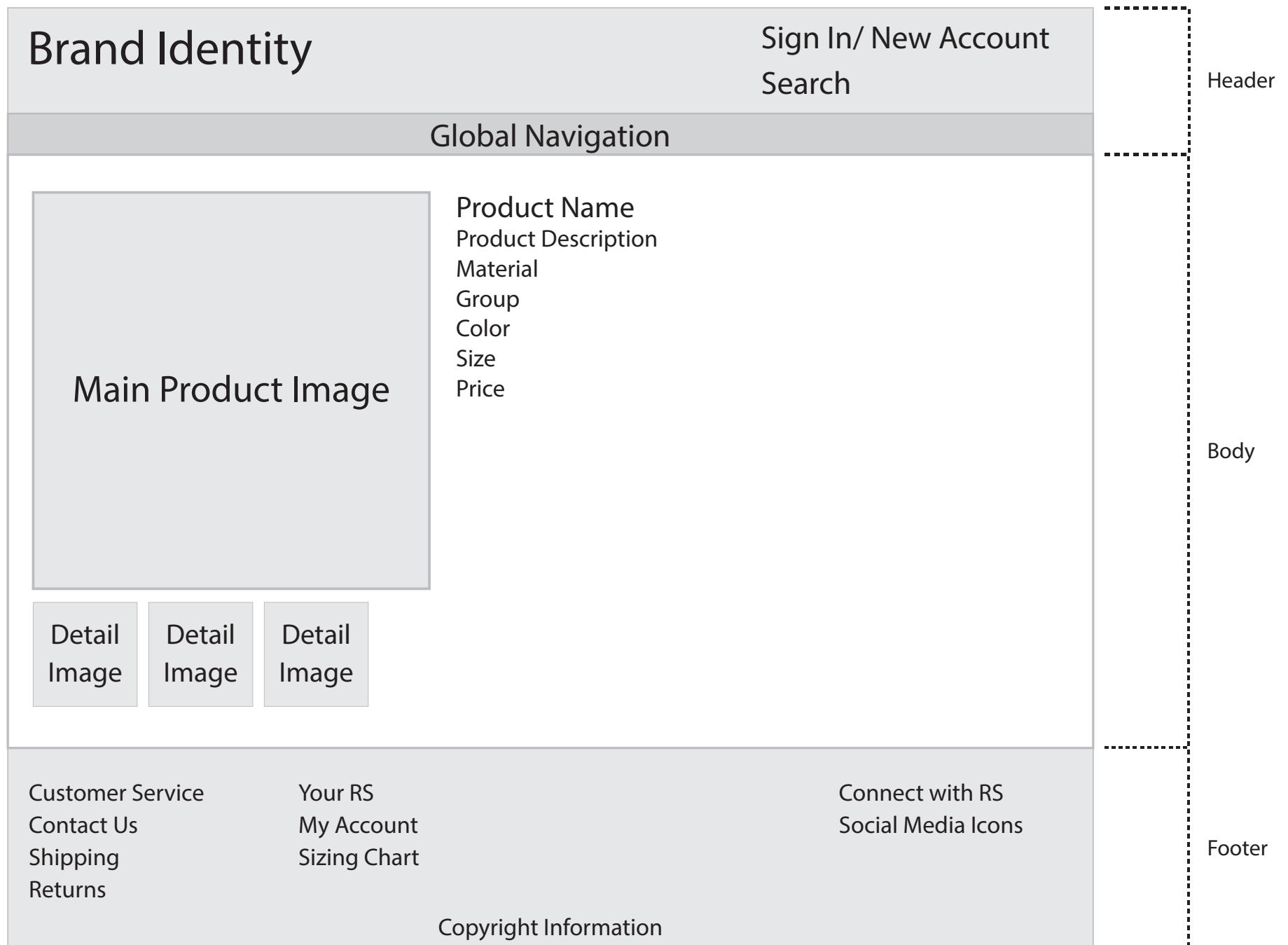
Home Page Wireframe



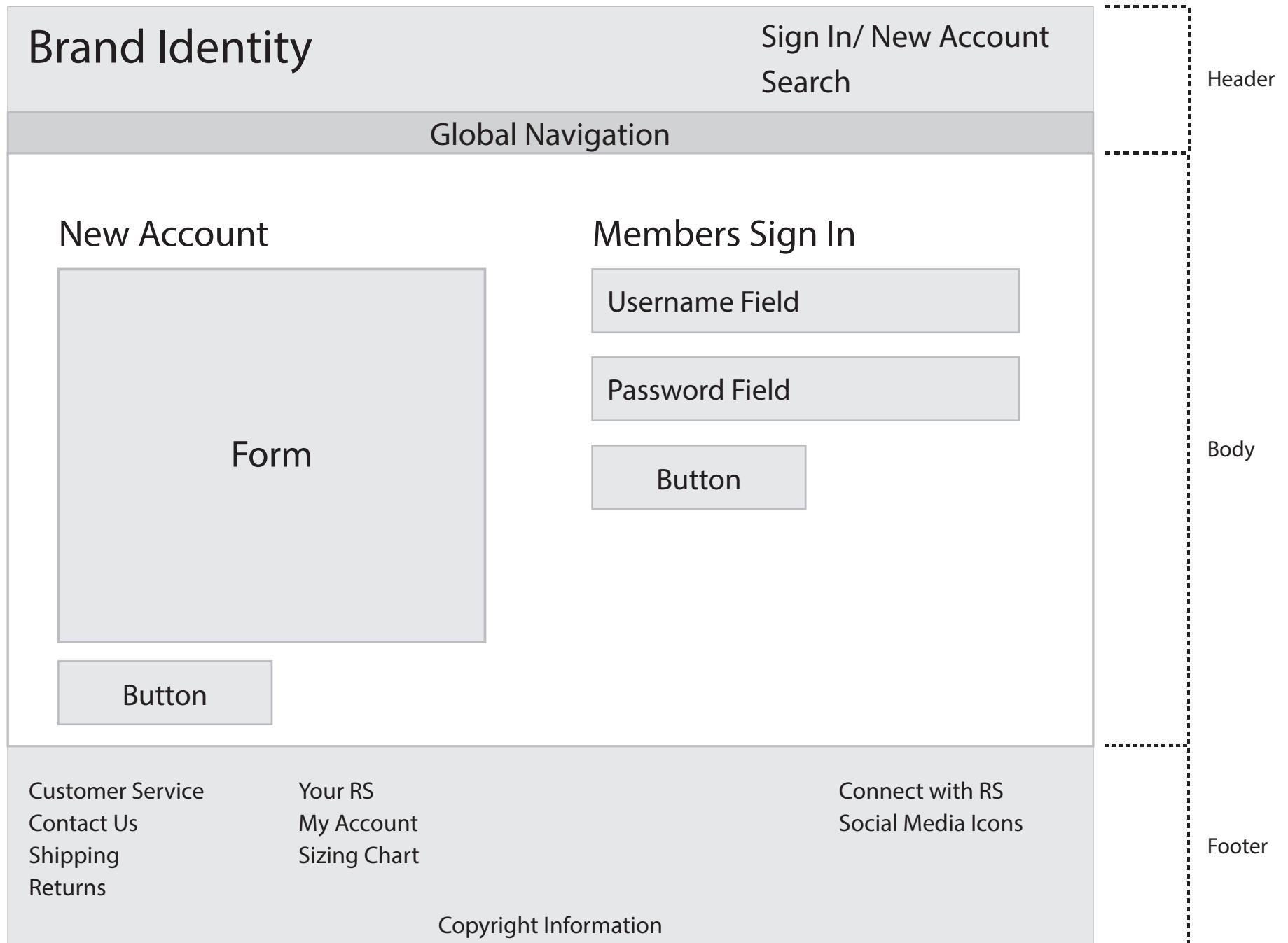
Master Product Page Wireframe (For Home, For Her)



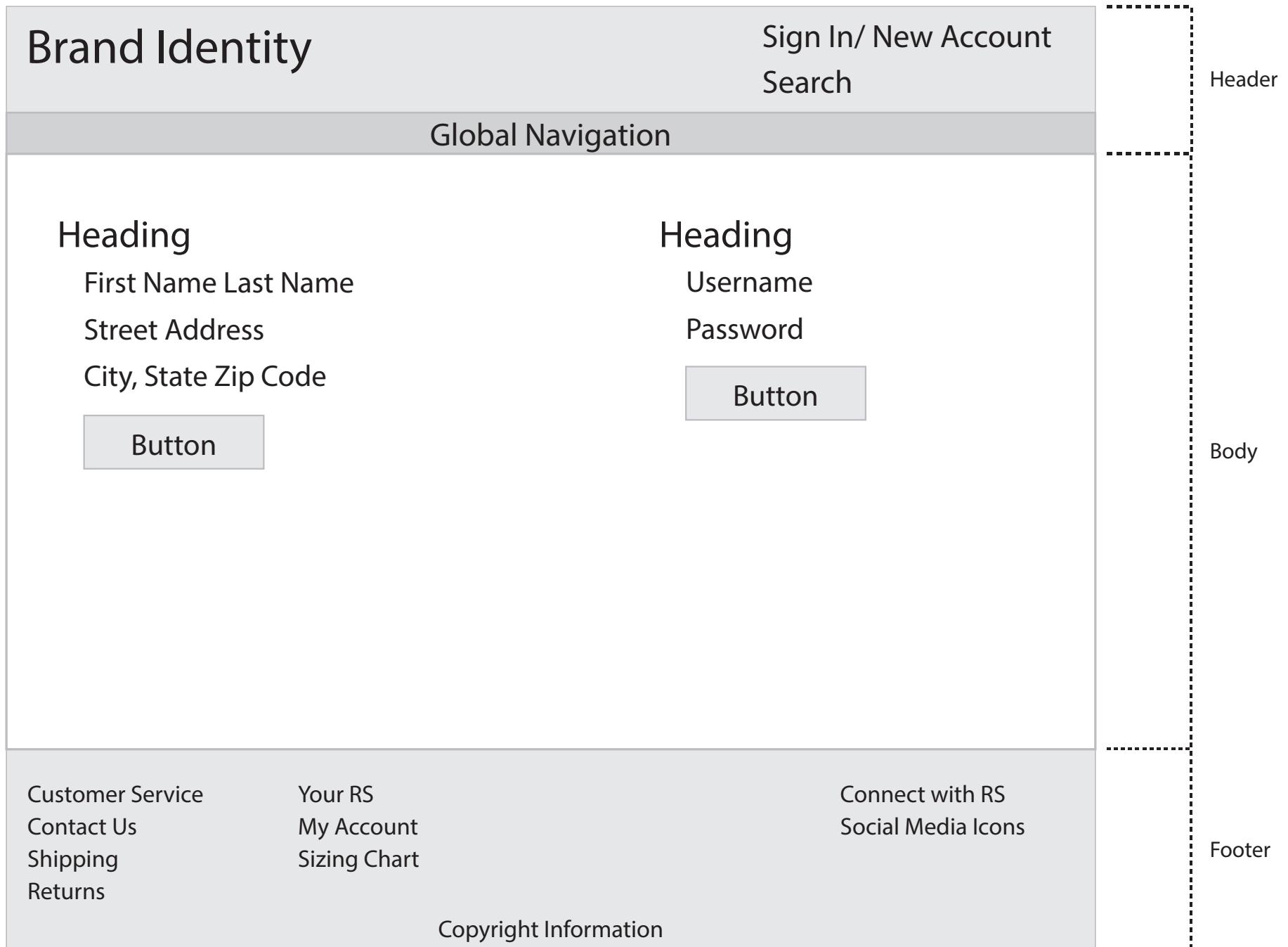
Product Detail Page Wireframe (For Home, For Her)



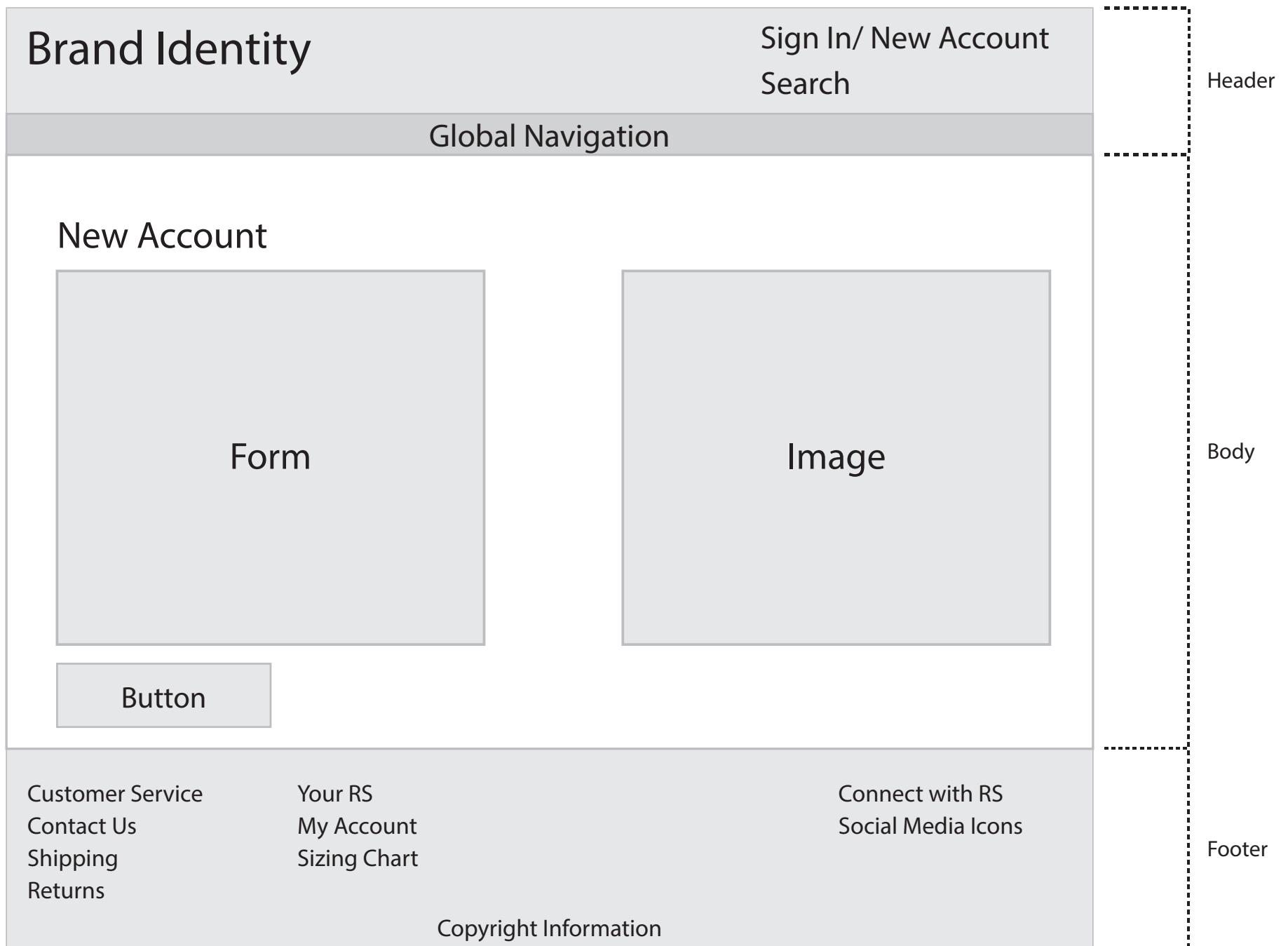
Sign In/New Account Page



My Account Page



Contact Us Page



Internal Page (Shipping, Returns, Size Guide)

Brand Identity

Sign In/ New Account
Search

Global Navigation

Heading

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