

CONTENT OUTLINE

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PROJECT TITLE: HEDI SLIMANE WEBSITE

1. PROJECT OVERVIEW:

The goal of my website is to be informational as well as reflect the unapologetic personality of Slimane and his work, with a focus on his time as creative director for YSL (from 2012–2016), during which he made some controversial changes to the label.

2. RESOURCES:

Copy is available at https://en.wikipedia.org/wiki/Hedi_Slimane, <https://www.highsnobiety.com/2016/04/01/how-hedi-slimane-changed-saint-laurent/>, <http://www.independent.co.uk/life-style/fashion/features/hedi-slimane-s-controversial-yet-successful-rebranding-of-the-venerable-yves-saint-laurent-label-is-9069583.html>, <http://www.icon-icon.com/en/fashion-accessories/ready-wear/yves-saint-laurent-hedi-slimanes-ad-campaign>, <https://www.vogue.com/article/saint-laurent-hedi-slimane-favorite-bands>

*NOTE: Don't get scared by *all* those links, just a sentence or two would be referenced from each maybe (I'll help you pick what exactly to use from them!)

Photographs can be from google or <https://www.hedislimane.com/>.

3. AUDIENCE:

This is an informational site, and won't be promoted commercially. However, it will be a part of my portfolio, so my instructors and prospective employers will see and review it. Audience will include pretty much everyone besides young children or people of higher than retirement age.

4. MESSAGE

I want to highlight his time at YSL and the major rebranding he executed. He was extremely bold in his choices, and ran YSL the way he wanted – whether it got backlash or not never mattered to him. I also don't see his changes as necessarily negative (as many do), and want to 'respect' his work through this website.

5.TONE:

I'd like the tone to be strong, bold and edgy, just like he is. I'm looking to reflect the controversial and unapologetic attitude of Slimane through the design of the website. I want to highlight the androgynous and fluid feel to Slimane's work.

6. Visual Style:

I'd like this to be *mainly* black and white (just like his photography) with **a lot** of contrast, but could also include some color as well when needed. Similar to the YSL website and Slimane's personal website, interns of how minimal it is, but with more contrast (maybe with black/color/shapes etc.)

Some references:

<http://www.u2.com/index/home>

