FINAL THESIS PRESENTATION
Fashion online website: FashionNOW.com
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Special thanks to my parents, friends, instructors, and those who have been helping me.

Winnie Huang
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“I USE MY HAND TO WRITE, TO CREATE, TO THINK, TO IMAGE, TO FLY ...
THE WEBSITE

FASHION NOW.com
It seems like everyone is online these days, from moms signing up eBay account shopping for her new looks, to teen-girls posting photos about her daily style. With virtually everyone accessing the Internet, it is impossible to underestimate its growing importance.

The growing of online media takes a huge part of our life. Especially for fashion industry. Instead of waiting for the September issue to arrive. You can now check the latest fashion shows and see the complete collection on Style.com. Since fashion field is always changing, fashion websites exactly provide the needs for those greedy fashionista, for me, too.

My computer has a bookmark full of different fashion sites and blogs, browsing them became my daily routine. A few month ago, when I was looking though those sites, I asked myself “Why non of the website are from Taiwan or in Chinese?”. In Taiwan, fashion magazines on the shelves are mostly covered by either Japanese or Korean styles, you can rarely see foreign issues. As the needs can’t be satisfied, people start to use the internet as their main source for U.S and Europe Fashion.

Even the fashion media here in the U.S. has been developing in a very fast pace, this kind of resources are still hard to obtain in Taiwan. As a result, fashionista has to relay on foreign websites for the newest trends. However, not to mention the language barrier when browsing sites, even to locate an on trend page is hard enough for them. I want to create a functioning Chinese site base on all aspect of fashion. The site would help people who are interest in foreign fashion, it will also provide them the easiest way to excess the latest fashion trend and some useful sources.
FashionNOW.com will be a Taiwan-based website focusing on foreign Fashion. It will feature up-to-date both U.S. and Europe topics, beauty, lifestyle and shopping source. My goal is to make the world of fashion more accessible by changing the traditional way of news reporting. The site will be using simple and casual wording, adding professional aspect to create a friendly online interface for its readers.

FashionNOW.com includes several different faces which covers fashion topic features, exclusive works from artists, shopping sources, styling editorial, and more. The content will have 5 different categories: STYLE, EDITORIAL, FNTV, and ART&PHOTO.
As the technology progresses, the needs of books and magazine are facing its all time low. Internet became the next battle ground. The Online Media now has become new generations “database.”

Targets for FashionNOW.com will be:
/TARGET MARKET/

/PRIMARY TARGETS/
1
| Trendy individuals age range from 17-32
| Fashion followers
| Regular internet surfers
| Bloggers
| Fashion business related personnels
| Potential sponsors

/SECONDARY TARGETS/
2
| Local businesses
| All internet users
| Fashion starters
THE COVETER focus on curations, styling, and new ways of showcasing the personalization behind fashion’s elite. Founded by designer Erin Kleinberg and stylist Stephanie Mark, It’s a new way to look at the influences and creative process of some styling projects. It’s a very good and unique place to get inspiration. (thecoveter.com)
NOWNESS.com launched in 2010, is the editorially independent website of LVMH Moët Hennessy Louis Vuitton, the world’s leading Luxury Group. The site covers the full spectrum of luxury and the art of living. Collaborating with the world’s foremost designers, creatives and thinkers in the luxury industry, NOWNESS.com is dedicated to being a vital inspiration and resource for experiencing high-end fashion and culture digitally. (nowness.com)
FashionNOW.com focuses on new ways of showcasing the fashion world. It would be a visual-based website, but also adding professional aspect to create a friendly online interface for its readers.
In the STYLE section, FashionNOW.com will collect the latest happenings of fashion, beauty, and up-to-date collections. It will also report the latest trend and provide feature stories.
For the ART&PHOTO section, the site will contain art, music & movie, as well as photography. The idea is to show readers visual-based contents by using simple layouts.
Editorial section will focus on styling photos like print magazines, the goal here is to give readers a new way to look at new fashion trends.
FashionNOW TV (FNTV) offers a unique insight on the fashion world. It will feature an interesting DIY project, Runway live-stream, and fashion video.
The article will be written in both English & Chinese

Readers can view pictures in full size by click the image square.
/ABOUT

About FashionNow

FashionNow is a 24/7 fashion and lifestyle website that offers the latest fashion trends and shopping tips. The site also features a variety of style guides, tips, and articles. The site is designed to help users stay up-to-date with the latest fashion news and trends.

About the Founder

Fiona Taylor is the founder of FashionNow. She has a passion for fashion and has been writing about it for several years. Fiona has a degree in fashion and design from the Fashion Institute of Technology. She has worked as a fashion editor for several publications and has written for various fashion blogs.

/CONTACT

Contact FashionNow

If you have any questions or comments, please feel free to contact us. We would love to hear from you.

Name:

Email:

Message:

For business inquiries, please email us at fashionnow@gmail.com.
THE BRANDING

FASHIONNOW.com
BUSINESS CARD
, LETTERHEAD
DON’T HAVE TO FOLLOW THE FASHION,

FASHION NOW IS FOLLOWING YOU.

The Online Magazine for Style and Trend. Visit www.fashionnow.com
2010 FALL

FSH 616: Dynamics of Fashion  
FSH 634: Textiles & Other Raw Materials  
English for Art Purposes 4

2011 SPRING

FSH 617: MS: Intro to Fashion Journalism  
FSH 619: Developments & current Debates in Fashion  
GS 613: History of 20th Century Fashion

2011 SUMMER

FSH 629: MS: Intro to Styling Editorials  
GS 602: The Art & Ideology of 20th Century

2011 FALL

FSH 627: Writing, Researching & Features  
FSH 625: MS: Style Icons in Fashion & Media  
FSH 675: MS: Visual Merchandising: Image & Brand  
WNM 622: MS: Digital Capture

2012 SPRING

COM 603: Advanced Short Form Productions  
WNM 600: Digital Applications  
GS 603: Anthropology: Experiencing Culture

2012 SUMMER

GLA 671: Professional Practices & Communication for Fashion  
FSH 801: Direct Study, Visual Development

2012 FALL

COM 610: MS: Multimedia Production  
COM 645: MS: Interactive Design for Communications  
FSH 478 Editorial Styling

2013 SPRING

FSH 900 Internship (Flore Morton)  
FSH 384 Menswear Styling
THANK YOU

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