

Creative Brief

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Project Title: Inez & Vinoodh Website

1. Project overview

The goal of my website is to show the progression of the careers of Inez & Vinoodh and their contributions to the fashion and art world.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Inez_and_Vinoodh. I will also use images from <http://inezandvinoodh.com/> that showcase their gallery exhibitions, fashion ads, and fashion editorials.

3. Audience

My audience will be people who look at my portfolio website, as well as my peers in the art school and my professors. People who would be most interested in my topic are likely people who are interested in art, culture, and fashion.

4. Message

I plan to focus on the progression of the careers of Inez and Vinoodh, as well as on their legacy on the art and fashion worlds.

5. Tone

The tone will be editorial and modern and hopefully parallel the look of a fashion magazine/advertisement. I'd like the site to reflect their photographic aesthetic.

8. Visual Style

I want the site to have high contrast images and type. The visual style will be inspired by the following photos, all of which Inez & Vinoodh shot:



Modern Clothes

Nadège Vanhee-Cybulski knows a definitive garment right down to the tiniest stitch. And as a dyed-in-the-wool alumna of the hallowed fashion department at the Royal Academy of Fine Arts in Antwerp (she started her career with fellow Antwerpian Martin Margiela before moving on to Céline and The Row), she can resist a twist on a classic. One of her first requests of Hermès – where the red-haired 37-year-old took on as artistic director of women's last year – was to create a women's-resistant gabardine trouser. For the professional female who might have to run between meetings in rainy New York or Tokyo and arrive looking fabulous. Anyone have a problem with that?

Interview

Portraits
Jazz & Vignettes[illegible]

Nadège
Vanhée-Cybulski

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