



INDGINS

Design Brief
by Dominic Nobriga

Background Summary

INDGNS

“Indgns” started as “Indigenous”, a clothing brand trying to shed light on different cultures. The designs were more telling and loud, not leaving much for interpretation. Now, indgns is about portraying aspects of the human experience through our eyes, and expressing it not only in the products, but in the visuals surrounding it. This would be done through some telling, but also leaving room for interpretation to encourage the viewer to think.

Project Overview

To create a visual experience that triggers an emotional response from the viewer, capturing their attention with content and products presented in an artistic way rather than product focused. The site will be something someone can appreciate on its own, instead of just a way to sell a product. The focus would be on engagement that leads to purchases and conversation. Something that people would want to experience more than once, creating a connection.

Target Audience

Creatives, thinkers, feelers and people aged 15-35 who like streetwear and photography. The products are for people who want to wear something that they connect with in terms of the concepts and media (pictures, website, etc.) around it, and also what they like aesthetically.

Competition

Upcoming streetwear brands, locally and online.

Competitors:

Get Some Sleep

Good engagement and simple approach, but don't really create a story/ concept

Hawaii's Finest

Great appeal to Hawaii, lacks innovation in media and designs



INDGNS

Content

Quality Photos that match the mood (Film/grainy)
Brand Logo and Letterhead
Complementary documentary/Lifestyle/Street Photos
Title photo with hint to release/"Coming Soon"
Products in at least half of the photos
Designs





USER PROFILE 1

Mike Von
23yr old



Gender Male

Location Honolulu, HI

Occupation Stylist

Income \$25,000

Education College, 2 year associates

Hobbies Photography, Cars

Computer Skill Excellent

Mike has a passion for fashion, particularly streetwear. He is always looking for new brands and movements within the underground streetwear community both for himself and his occupation as a stylist. Great content surrounding a product is important to him because he likes photography as well, being able to see the story behind the product. He stumbles upon the indgns instagram profile and wants to check out the website to see more content and products.



USER PROFILE 2

Amanda Lee
27yr old



Gender Female

Location Honolulu, HI

Occupation Barista

Income \$22,000

Education In college, 1 year

Hobbies Street photography, streetwear

Computer Skill Excellent

Amanda loves spending her free time strolling through different parts of the island taking pictures of people and things and wearing her favorite streetwear shirts and outfits. When she's not taking pictures, she likes to see others on social media. While scrolling through her feed, she sees a film photo from indgns that interests her so she checks out the site to see more. She loves the visuals and street/documentary style of the websites photos.



USER PROFILE 3

Ian George
16yr old



Gender Male

Location San Diego, CA

Occupation Waiter

Income \$16,000

Education In high school

Hobbies Taking fit pics for social media

Computer Skill Excellent

Ian enjoys looking for new brands on the come up, finding clothes that no one else in his school has. He likes to create outfits, take pictures and post them on social media. Ian aspires to be a model so he puts effort into his outfits and look. He is looking around on social media for brands and sees a photo from indgns that fits the mood he sees as the next trend. He checks out the site and it gives him more ideas and wants to purchase a product.