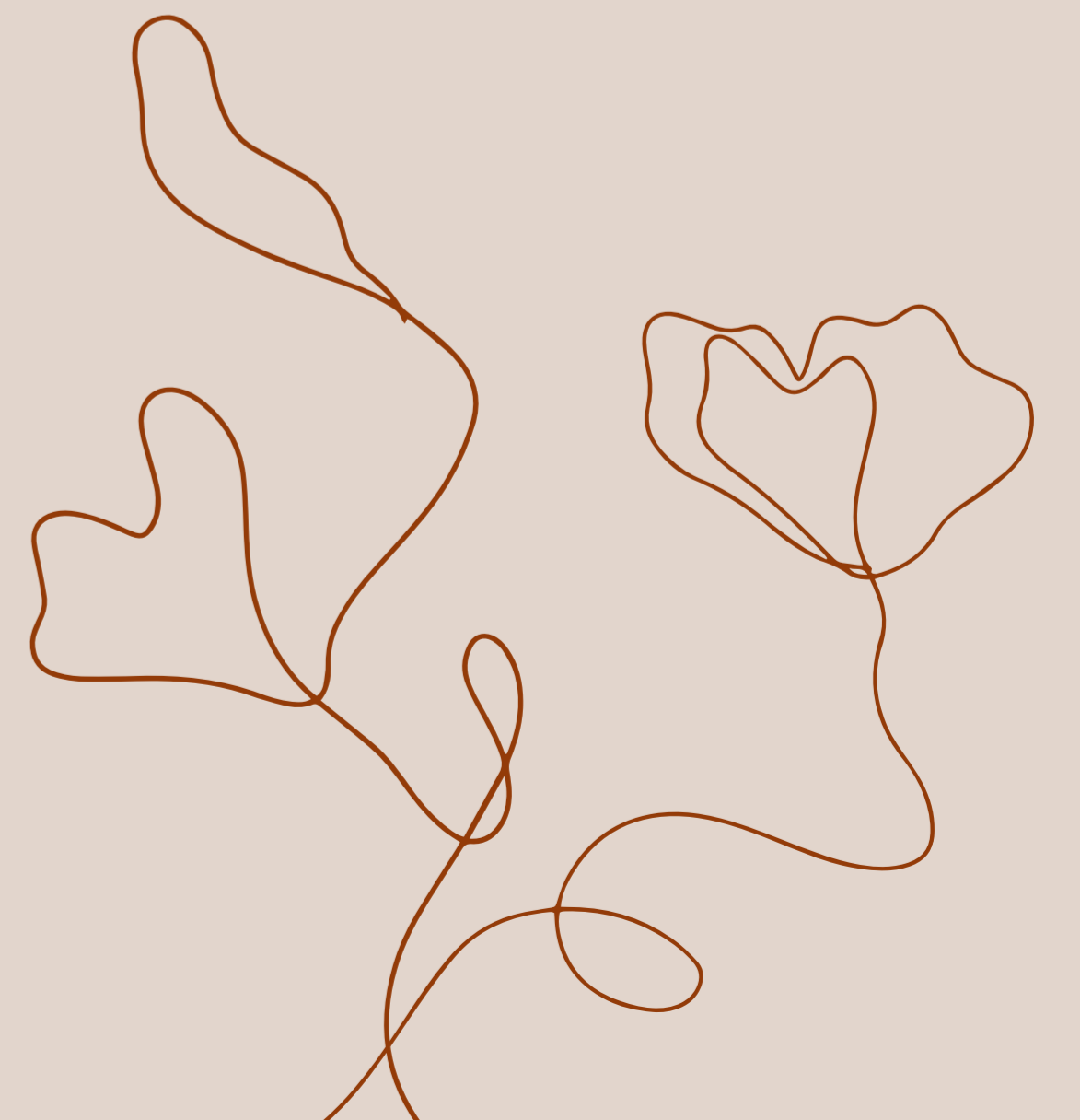


Muse + Marlowe

Process Slides



Research

Choosing the client

The task was to select a project off of kickstarted and develop an ecommerce site for the client.

Who is Muse + Marlowe?

Muse + Marlowe is a French clothing brand who creates sustainable products through ethical consumption and sourcing and a natural, holistic approach.

Challenge:

Muse + Marlowe's mission is to go against mass consumerism and find ethical and sustainable solutions.

Another goal of the brand was to emphasize that aesthetics do not have to be sacrificed when thinking about sustainable fashion.

Shoppers need a way to shop sustainably so they can reduce their footprint and live a more ethical lifestyle.

Users/Target Audience:

1. Millennials
2. Women
3. Professionals, working
 - disposable income to afford expensive lifestyle change
4. Environmentally aware

Personality Traits of the Users:

- Natural/Holistic
- Value transparency
- Humanitarian

User Details:

Young Professional

Age: 27

Career: Environmental Engineer

Interests: Volunteering, Fashion, Conservation

Lifestyle: Vegetarian, disposable income, spiritual

Married

Age: 32

Career: Vegan chef

Interests: Food, yoga, supporting local businesses

Lifestyle: Community activist, healthy living, detail oriented

Mother

Age: 38

Career: Work-from-home (blogger)

Interests: Recreations, family-oriented, farmers' markets

Lifestyle: Wealthy, organic living, open-minded

Thinks

“What can I do to help?”

“Why should I support this business?”

“What is the future of the earth going to look like?”

“Our planet is dying. We need to make real change fast.”

Says

“Where are my clothes coming from?”

“I want to reduce my footprint”

“I don’t want to support fast-fashion anymore.”

“Our planet is dying. We need to make real change fast.”

Feels

“Where are my clothes coming from?”

“I want to reduce my footprint”

“What is the future of the earth going to look like?”

“Our planet is dying. We need to make real change fast.”

Does

“Where are my clothes coming from?”

“I want to reduce my footprint”

“What is the future of the earth going to look like?”

“Our planet is dying. We need to make real change fast.”

Scenario Map:

Morning

Gets ready in the morning

1. Notices a rip in their shirt and thinks she needs a new one
2. Feels like she needs to go beyond buying from fast-fashion brands

Online Shopping

Researches sustainable clothing

1. She thinks it's something she would want to be a part of
2. Feels motivated to adjust her lifestyle

Clicks Website

Reads the mission

1. Becomes more aware of sustainable fashion and consumption
2. She feels inspired to support the business and adopt the lifestyle

Purchases

She buys a new shirt

1. She thinks she wants to take a step further into a sustainable lifestyle
2. She feels like she's making positive change in her life

Our User Can...

Short term

Stage 1:

- can purchase clothes from the site
- can sign-up for a newsletter
- can create a wishlist
- can create a personal login
- can see the information in a more digestible way
- can interact with a responsive website

Stage 2:

- can learn about the process and sustainability
- can ~~host~~ participate in clothing giveaways on social media
- can watch Youtube videos / DIY tutorials posted by Muse & Marlowe
- can become more aware of the ethical state of the fashion industry

long term

Stage 3:

- can go to workshops on how to repurpose textiles & live more sustainability
- can find totes at organic grocery stores
- can donate clothes/textiles to the store in exchange for discounts
- can shop for menswear and childrenswear

Muse & Marlowe

Challenge:

- To go against mass consumerism and find sustainable, ethical solutions.

Users / Target Audience:

- Millennials, women / femme
- Working, can afford the lifestyle
- Environmentally aware

* Personality Traits:

- Natural / Holistic
- Value Transparency
- Humanitarian

What they Say:

- "Where are my clothes coming from?"
- "I want to reduce my footprint."
- "I don't want to support fast-fashion."

What they Think:

- "What can I do to help?"
- "Why should I support this business?"
- "What does the future of the earth look like?"

Personas

1. Single

- Age: 27
- Career: Environmental Engineer
- Interests:
 - Volunteering
 - Fashion
 - Conservation
- Lifestyle:
 - Vegetarian
 - A lot of disposable income
 - Spiritual

2. Mom

- Age: 35 (mom blogger)
- Career: Work-from-home
- Interests:
 - Recreations
 - Family-oriented
 - Farmers Markets
- Lifestyle:
 - Wealthy
 - Organic living
 - Open-minded

3. Married

- Age: 52
- Career: Vegan Chef
- Interests:
 - Food
 - Yoga
 - Community Activist
- Lifestyle:
 - Healthy living
 - Detailed living
 - Supports local businesses

What do they feel?

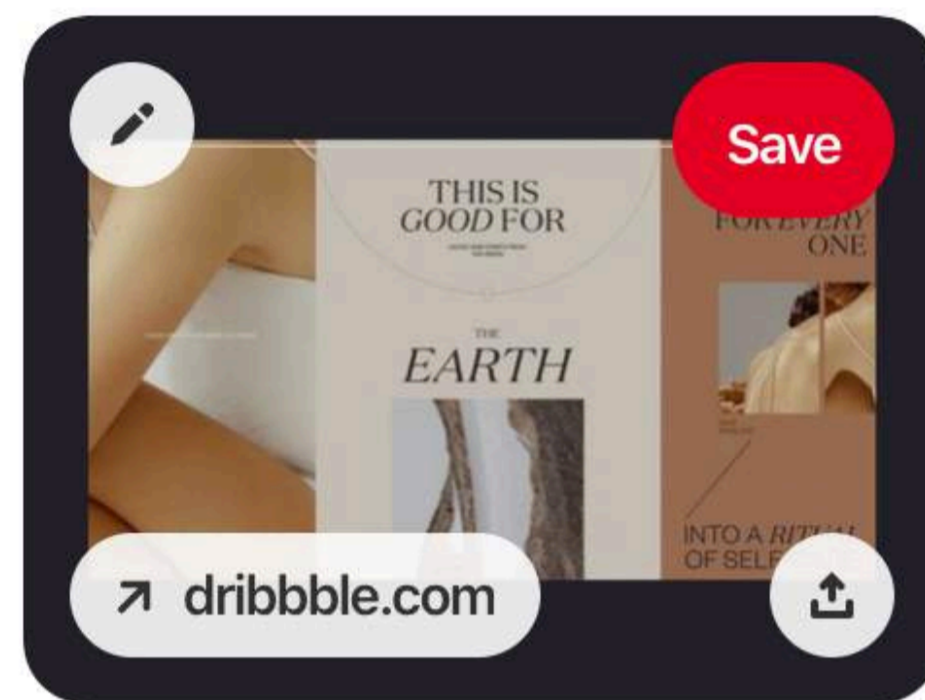
- They're worried about the environmental state
- They're empathetic
- They're concerned about the sources their products come from

What do they do?

- They shop organically
- They help the underprivileged
- They live a healthy lifestyle

Moodboard

Reverie House Studio on Instagram:
"Forever mood. Top..."



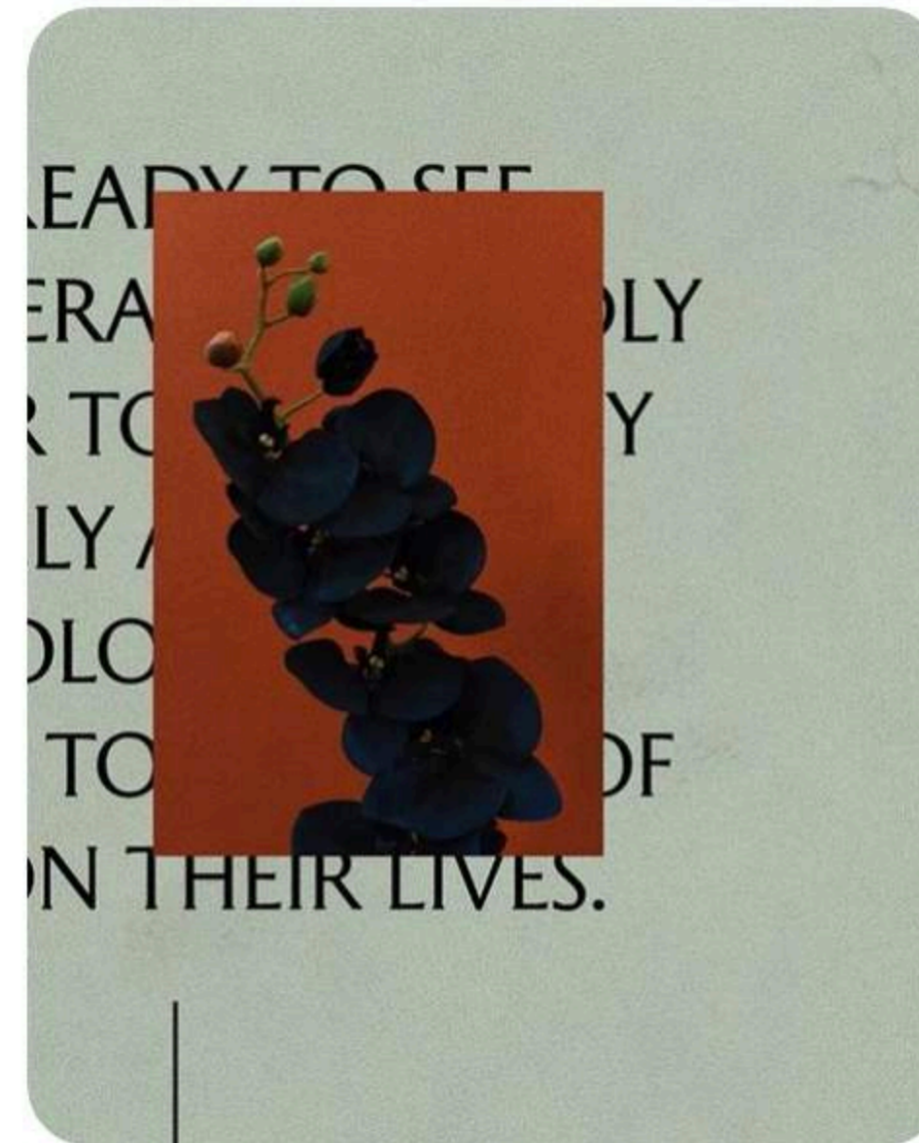
A+WQ Website Loading Animation



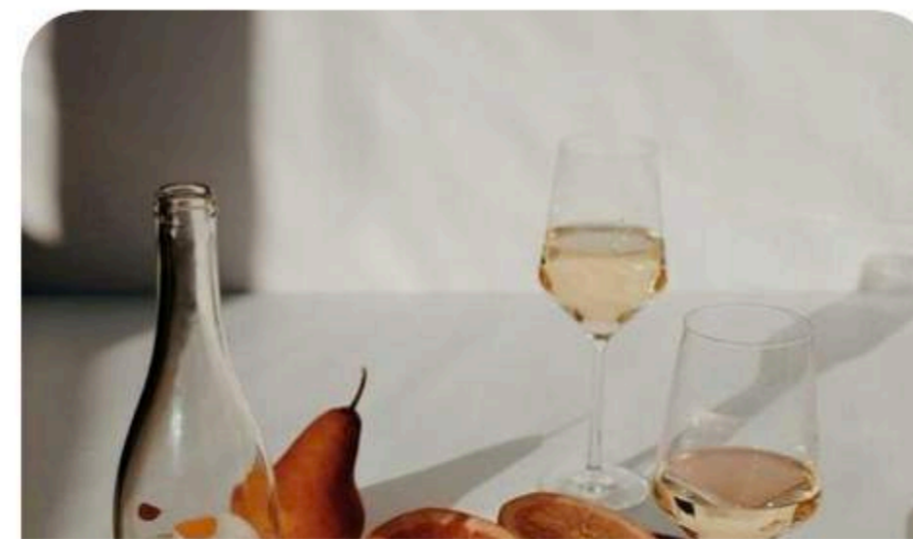
37 Ideas For Fashion Editorial
Magazine Layout Graphics



She Wolf



SOUL TWIN STUDIO™ on Instagram:
"👁️ closeup"



Customized Instagram Posts

