Bella Vaughan

Meeting Notes for Design Brief.

Met with Rotem and LoriAnn Vaughan-Biggers. Rotem and LoriAnn are partners in this new business venture. Their store location is in the World Trade Center in Dallas, TX (wholesale only).

1. Bella Vaughan is a customer jewelry maker catering to high-end clientele. They consider themselves designers and consultants in the niche jewelry business. LoriAnn is new to the business and partnered with Rotem who has always been in the business (20+ years).
2. They have designed a new logo and have a business card (provided).
3. They have provided examples of the look and feel of the colors and artwork they wish to incorporate into the site along with photos of custom-designed jewelry pieces. Images attached.
4. We have provided a sketch of a border (PowerPoint) they would like us to use for the home page banner. It utilizes their new logo on the corners of a cushion shape diamond. The scrolling in their logo is to be utilized in the border.
5. Their store is located on the 5th floor of the WTC. Rotem has another business in the same suite. We agreed to use the following address for Bella Vaughan:
   1. Dallas World Trade Center
   2. 2050 Stemmons Fwy., Suite 7535
   3. Dallas, TX 75207
6. LoriAnn has a very specific vision of what she wants the web site to look like. Here is a list of comments/direction she provided:
   1. LoriAnn wants the very best looking web site on the internet; at the very least in their competitive high end custom jewelry industry.
   2. Her vision is to create a web site that focuses on a single custom designed product. The picture of the product is high quality, large and centered with a halo or lighting effect that showcases the brilliance of the diamonds.
   3. Rotem prefers to have pictures of multiple products scrolling across the center of the banner. In order to accommodate them both we suggested we produce a themed web site with scrolling pictures of product (provided) and do so quickly. Here’s the URL: [www.bella-vaughan.com](http://www.bella-vaughan.com)
   4. This design is for LoriAnn’s vision.
   5. The product(s), a diamond ring should be centered in an elegant/formal setting on a black background. The black background should be encased in an eye-catching invitation setting with gold, silver and pearl coloring. LoriAnn has provided an example of an invitation with a pearl in the center which is her 2nd favorite.
   6. Please use their new business card as an example of the elegance. Wants a very, very classy look and feel. Please note, elegant appeals to women customers. Practical appeals to men.
   7. Use the scrolling on their business card to extend the scrolling on the outside of the invitation mentioned earlier in the cushion shape design.
   8. LoriAnn loves darkness surrounded by layers of silver, gold and cream.
   9. LoriAnn likes the use of a mirror to display the product which duplicates the image.
7. Testimonials will be provided by some of their current high-end clientele.
8. LoriAnn does NOT want gaudy. No hearts, no leopard skin.
9. They wish to include a tab for Engagement Rings, Anniversaries, Birthdays and special occasions that will allow them to remind the client 6-8 weeks in advance of the special day.
10. LoriAnn would like to add a section ‘Always a Bride’ that is essentially a registry for women. Always a Bride is in the process of being Trade Marked.
11. They agreed the site would NOT be used to sell product (no E-Commerce).
12. Although they hope to attract the big fish (tuna), they are happy to accept clients who spend $10,000, $15,000 and $25,000 on a piece which is actually more profitable.
13. All fonts describing product should be in black, crisp, block letters to appeal to the practical males who most often are buying the product.
14. Rotem can and will produce a 360 degree video of the product for future use.