

# Website Design Brief for "KenteCraft"

A Local Handmade Kente Clothing Brand

## Product/Service

**KenteCraft** — A premium local brand specializing in handmade Kente fabric clothing and accessories for modern fashion lovers.

## The Problem

KenteCraft currently relies on word-of-mouth and social media without a centralized digital platform. Potential customers have difficulty viewing full collections, learning about the brand story, or purchasing products online.

## The Goal of the Website

- Build an elegant, responsive website that showcases the brand's craftsmanship and story.
- Enable online sales of Kente clothing and accessories globally.
- Position KenteCraft as a luxury Ghanaian brand with cultural authenticity.

## Target Audience

- Young professionals and fashion enthusiasts (ages 20–40).
- Diaspora communities seeking authentic African wear.
- Designers and event organizers looking for premium Kente fabric.
- International tourists and fashion collectors.

## Key Features & Functionalities

- Beautiful landing page with full-screen visuals.
- "About Us" page highlighting brand heritage and the weaving process.
- Product catalog (clothing, scarves, accessories) with filtering options.
- E-commerce store (secure checkout, mobile money, credit card options).
- Contact Section

## Visual Style / Mood

- Bold, vibrant colors reflecting Kente patterns (oranges, purples, yellows, greens).
- Clean, luxurious layout with elegant typography.
- Minimalistic design that allows product photography to stand out.
- Cultural, yet modern and fashion-forward.

## **Content Requirements**

- Professional photography of products and behind-the-scenes shots.
- Compelling brand storytelling content.
- Style guides and lookbooks.
- Videos showcasing the weaving process.

## **Budget Considerations**

Estimated moderate-to-high budget:

- Web design & development
- E-commerce setup with security features
- Product photography & videos
- SEO optimization
- Monthly site maintenance and updates

## **Project Timeline**

Phase	Duration
Research & Discovery	1 week
Wireframing & Design	2 weeks
Content Creation	2 weeks (parallel)
Development & Testing	3 weeks
Soft Launch & Review	1 week
Final Launch	Week 9