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Creative Director: Minjung Song

Microsite Topic: Tiffany & Co.

Microsite is to introduce the brand identity of Tiffany & Co. (ex: how they were one of the first brands to introduce gemstones and continue to be the first idea for many when discussing luxury jewelry brands.)

Directions:

1. First page: Cover page (Large layout image that fits with Tiffany & Co. brand; ex: tiffany blue, brand models, font)
2. Second page: Introduction page (Mission, Design philosophy, background history)
3. Third page: Style influences (Who were they influenced by/ Typography)
4. Fourth page: Sample products, packaging, and popular items

*Sources anywhere you think is necessary

*Color palette: Tiffany blue, gold, white, black

*Simplistic, bold and elegant theme throughout

