DUKE & DUTCHESS USA

Website Brief

Creative Project for Duke & Dutchess USA

Feb 1, 2020

Overview.

About the Client: Duke & Dutchess

Duke and Dutchess are an emerging luxury pet brand specializing in high-end pet accessories, luxury apparel, and bespoke carriers. With a mission to offer pet owners premium, handcrafted products, the brand focuses on craftsmanship, sustainability, and aesthetic appeal. As the market for pet products is expanding rapidly, the brand sought to distinguish itself in an increasingly competitive space by targeting affluent, style-conscious pet owners who view their pets as extensions of their own lifestyles.

Duke & Dutchess USA visual brand logo

The Project.

The client approached me to design a public relations campaign that would boost brand visibility and establish Duke and Dutchess as the go-to luxury brand for pet lovers who demand nothing but the best for their pets.

Objective & Challenges

Build brand awareness and position Duke and Dutchess as a premium brand for discerning pet owners..

1. **Market Saturation:** The luxury pet product market has seen significant growth, making it difficult for new brands to stand out.
2. **Limited Brand Recognition:** Although the products were exceptional, the brand had low visibility in high-income consumer segments.
3. **Niche Target Audience:** Duke and Dutchess's target audience was highly selective, requiring a focused strategy to capture the attention of pet owners willing to pay a premium.

Target Audience

User Persona	Meet *Sophia*, a 38-year-old high-earning professional in a metropolitan city who is passionate about her two pampered pets. Sophia views her pets as part of her family and prioritizes their care, comfort, and style. She values premium, unique, and aesthetically pleasing products that reflect her refined taste and lifestyle.
Demographic Traits	Age: 30–50 Income Level: High-income professionals Location: Urban areas, especially upscale neighborhoods Lifestyle: Health-conscious, fashionable, quality-focused Education: College-educated or higher
Habits	Regularly shops online for high-quality, exclusive pet products and accessories Engages with social media to discover luxury brands and trends Values customer service and personalized shopping experiences Prioritizes eco-friendly and ethically sourced products
Goals	To find stylish, high-quality products that align with her lifestyle and values To access unique, exclusive pet products that aren't widely available To provide the best comfort and care for her pets, with a focus on luxury
How will they use this website?	Sophia is expected to explore the website through a visually-driven experience, seeking an intuitive and elegant layout that showcases Duke & Dutchess's product quality and exclusivity. She'll likely navigate through detailed product pages with high-quality images, check customer reviews, and use an easy checkout process. Sophia values features like a wishlist, a personalized account with recommendations, and an option for premium

shipping, enhancing her experience and making her feel

Design Requirements.

Imagery & Design

Please refer to the inspiration pegs for the visuals we're aiming for in this project.







Typography Guidelines

- Make sure the typefaces you will use for the project are legible and readable
- Since deliverables are intended for the web, they should have a clear hierarchical flow so assistive software that dictates text to users with visual impairment can easily adapt

Aa Bb Cc Dd Ee

Aa Bb Cc Dd Ee

Color Palette Guidelines

- Ensure high color contrast between any text and the background
- All outputs should be friendly for individuals with color blindness

Contact Information

For any questions or clarifications, please reach out to the project lead:

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