

# CREATIVE BRIEF: THE MET GALA

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[https://en.wikipedia.org/wiki/Met\\_Gala](https://en.wikipedia.org/wiki/Met_Gala)

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## - Project Overview:

My website should be informational and give the reader a newfound appreciation for high fashion as well as the history of the event. However, it is also really important for my website to be aesthetically pleasing and easy/fun to navigate. A lot of the page will be visual as the content includes a lot of pictures of different looks. The page should discuss the following: Homepage/Introduction, History/Details, Themes/List of Met Galas, Most Iconic/Groundbreaking looks/ Controversy, Ocean's 8, and Sources.

## - Resources:

Information can be found at the primary Wikipedia site but also...

Met Gala 2020 Vogue: <https://www.vogue.com/tag/event/met-gala>

NYT: <https://www.nytimes.com/2018/05/03/fashion/what-is-the-met-gala-and-who-gets-to-go.html>

Business Perspective: <https://www.businessinsider.com/met-gala-2018-theme-cost-ticket-dress-jewelry-2018-5>

Best Looks: <https://www.harpersbazaar.com/celebrity/red-carpet-dresses/g20116178/best-met-gala-dresses-of-all-time/> and <https://www.glamour.com/gallery/the-75-most-memorable-met-gala-dresses-of-all-time>

Controversy: <https://www.independent.co.uk/life-style/fashion/met-gala-controversial-themes-china-punk-catholic-a8897951.html>

## - Audience:

Audience will include people who want to know more about fashion and those who are already passionate about it. The website will be inviting and friendly and not intimidating so people who are new to the fashion world will find it approachable.

## - Message:

Message of the website would be to highlight the fun but also beauty of the event. I want people to come away from the website dying to attend the event and more interested in the fashion/NYC lifestyle.

## - Tone:

I think the tone would change depending on which theme I was highlighting. For the main spreads and pages I want the tone to be high fashion and minimal like Vogue but when I get into different themes, the tone will change. For example, CAMP (last year's theme) will be bright and tacky and colorful and crazy.

## - Visual Style:

Sophisticated, bright with a sense of high fashion. It can be playful and fun without being too cheap. Inspiration: Vogue Website, Manrepeller, Glossier, Acne Studios, MoMA, Whitney\

INSPIRATION : <https://www.awwwards.com/50-fashion-websites.html>



