



ARMANI EXCHANGE

WINTER COLLECTION WEB DESIGN

**“Redesign Yourself This Winter
With Armani Exchange”**

AIX Armani Exchange is a brand within the international Italian fashion house ARMANI founded by fashion designer Giorgio Armani

The retail branch was established in 1991 and Inspired by street-chic culture and dance music.

It is considered the most accessible Armani brand with products are available exclusively in 264 stores in 31 countries

The majority of the concepts behind the designs are derived from lifestyle.

They launched AIX Life, a media channel for customers that provides them with an insight into their current music, trends, and video shoots.

A large majority of revenue is generated through their online store

Strengths

They launched A|X Life, a media channel for customers that provides them with an insight into their current music, trends, and video shoots.

A large majority of revenue is generated through their online store

They have established a strong following through social media

Integrated applications via media channel

Up to date on web trends

Weaknesses

Media channel design feels disconnected

Target demographic is less affluent and product is still somewhat expensive

Not enough CTA's on home page

Opportunities

Create engaging mobile email/reminders through current mobile application

Corralate more sale campaigns via online since the demographic is less affluent.

Winter + Staying Inside + Internet = Major opprotunity to generate revenue online

Make sure website is responsive, and home page is designed according to current sales and other important CTAs

Threats

All fashion retail stores are competitive

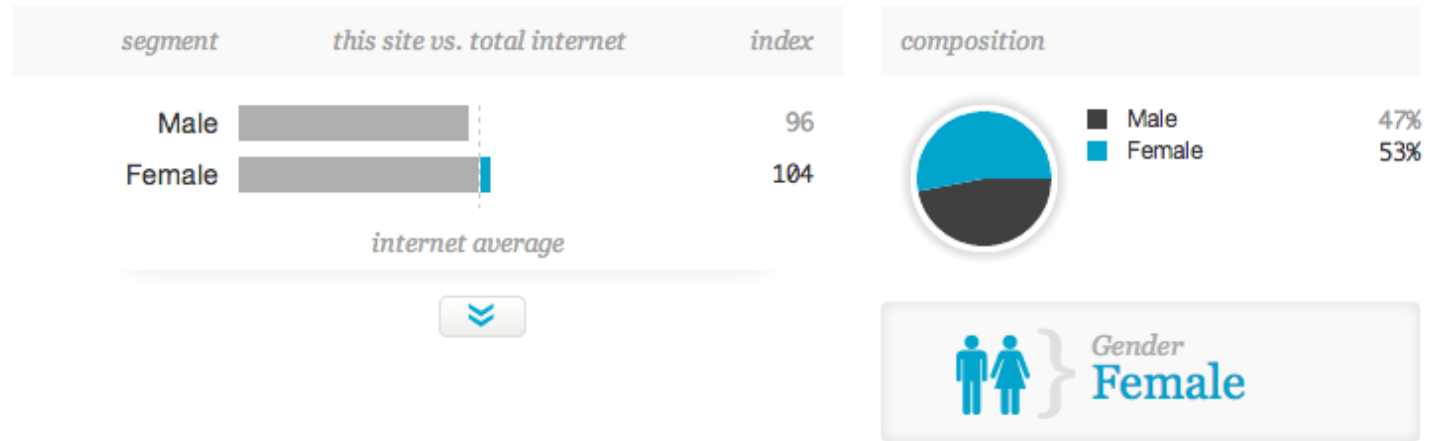
Competitive with site design as well as usability

Target demographic is the “me” generation. In other words they want things to happen fast.

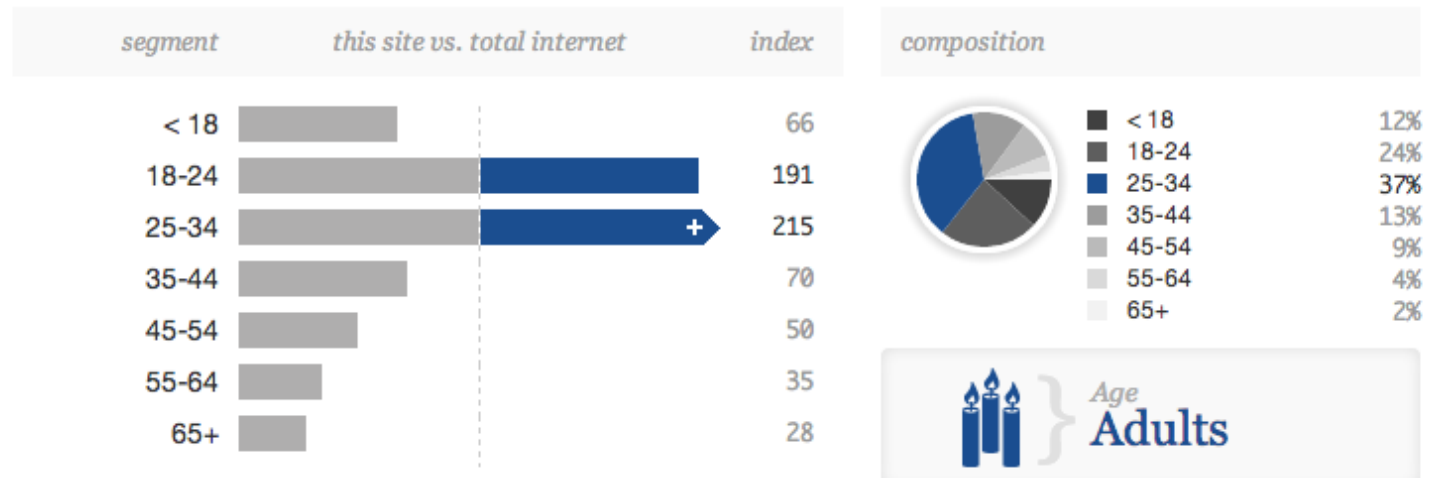
There is not much room error in terms of UX and them being able to navigate to certain sections seamlessly.

Redesign AlX around strongest points of sale and current winter print campaign. Leverage more CTAs on homepage and in navigation.

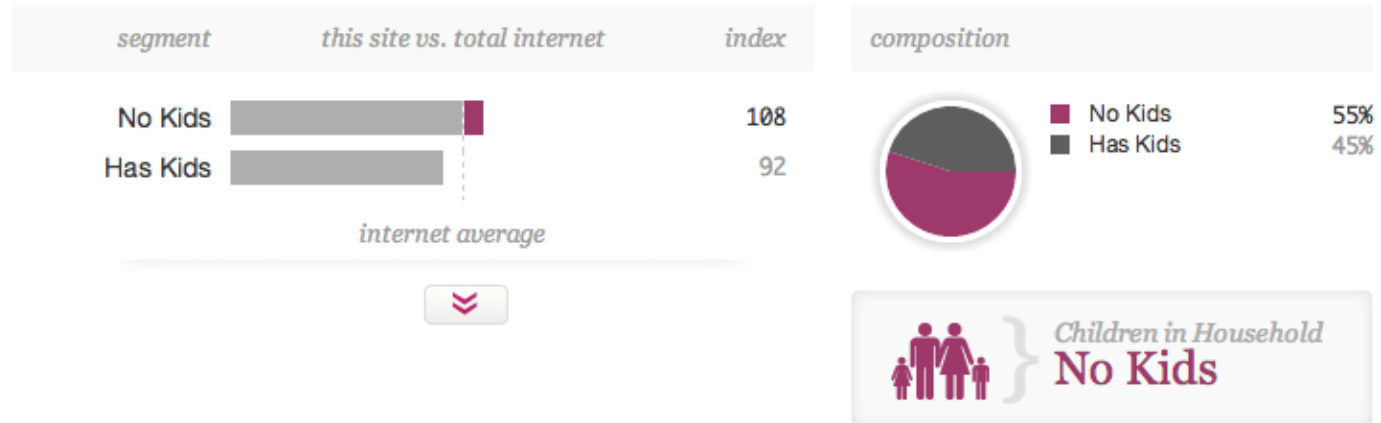
Gender



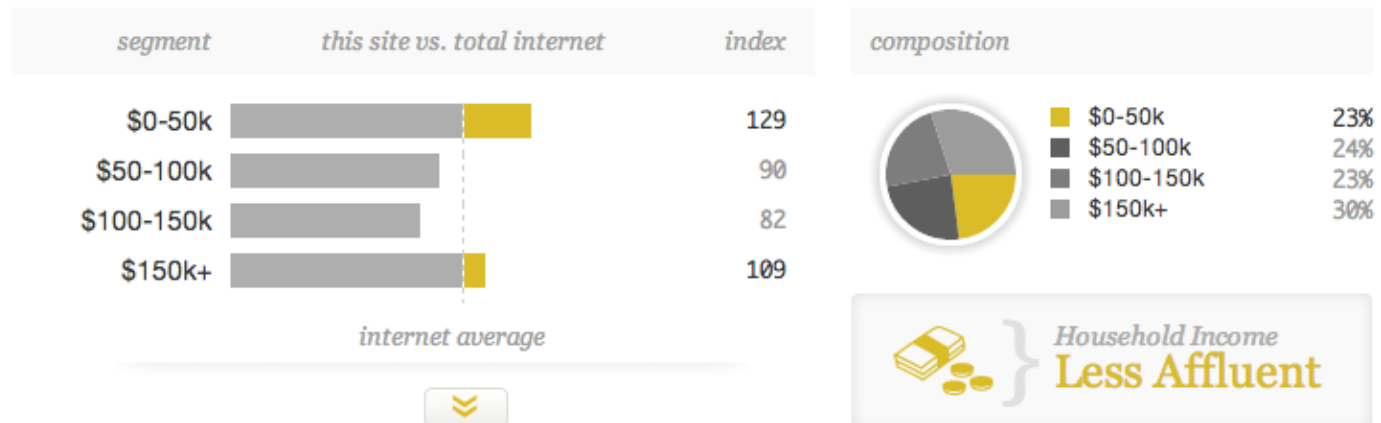
Age



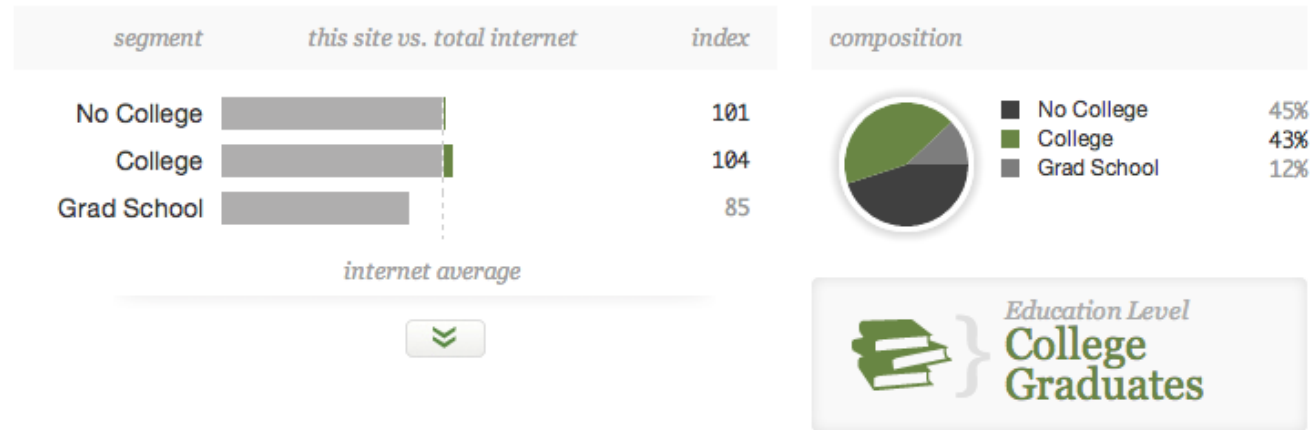
Children in Household



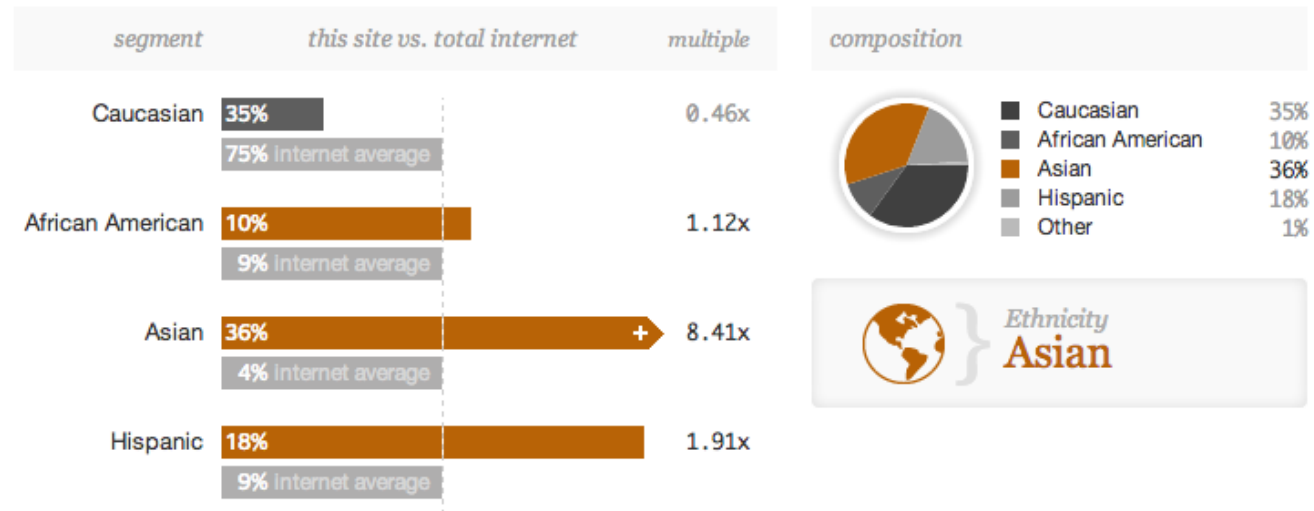
Household Income



Education Level

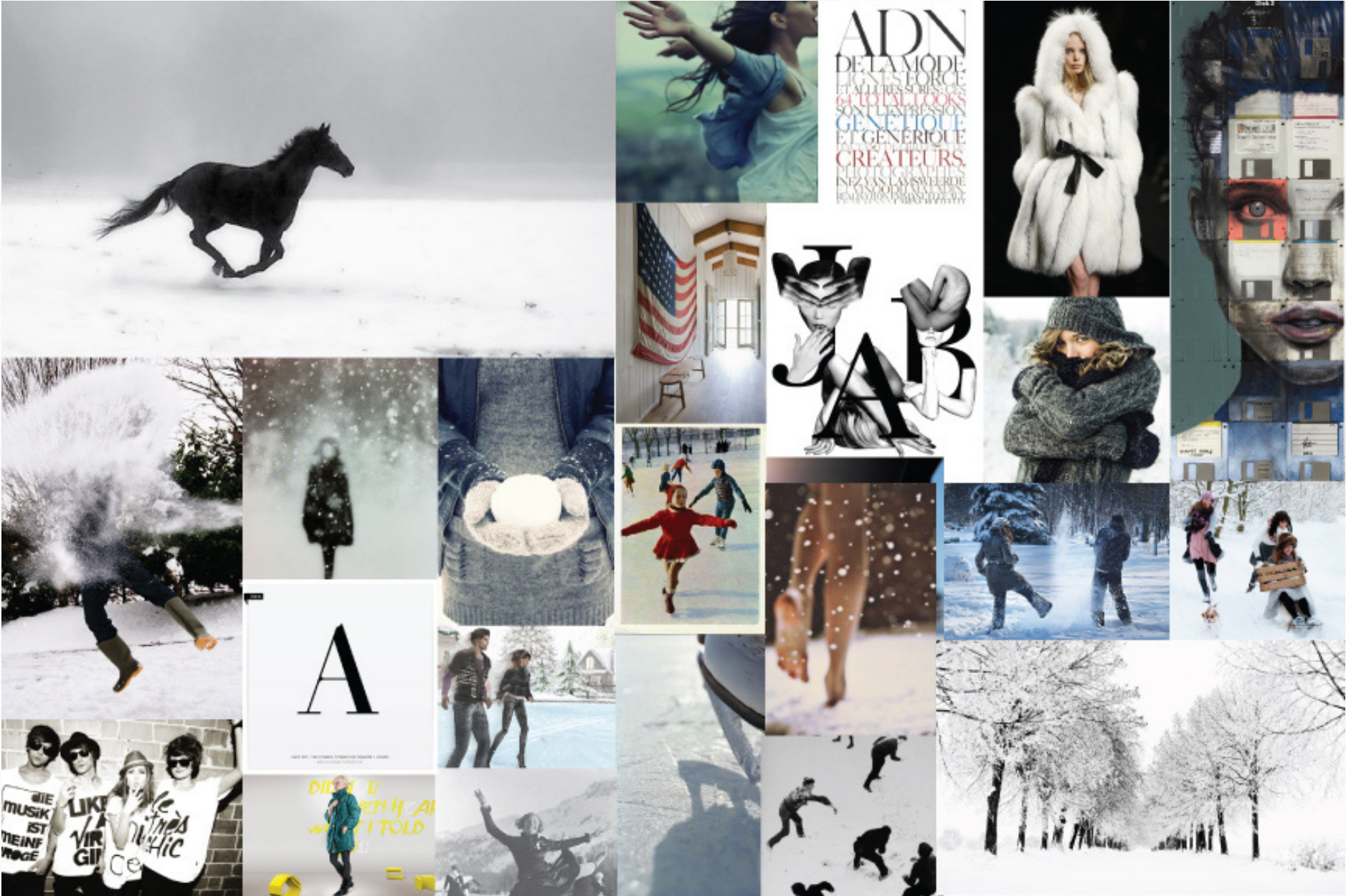


Ethnicity



Reign On Your Freedom
This Winter

MOOD BOARD

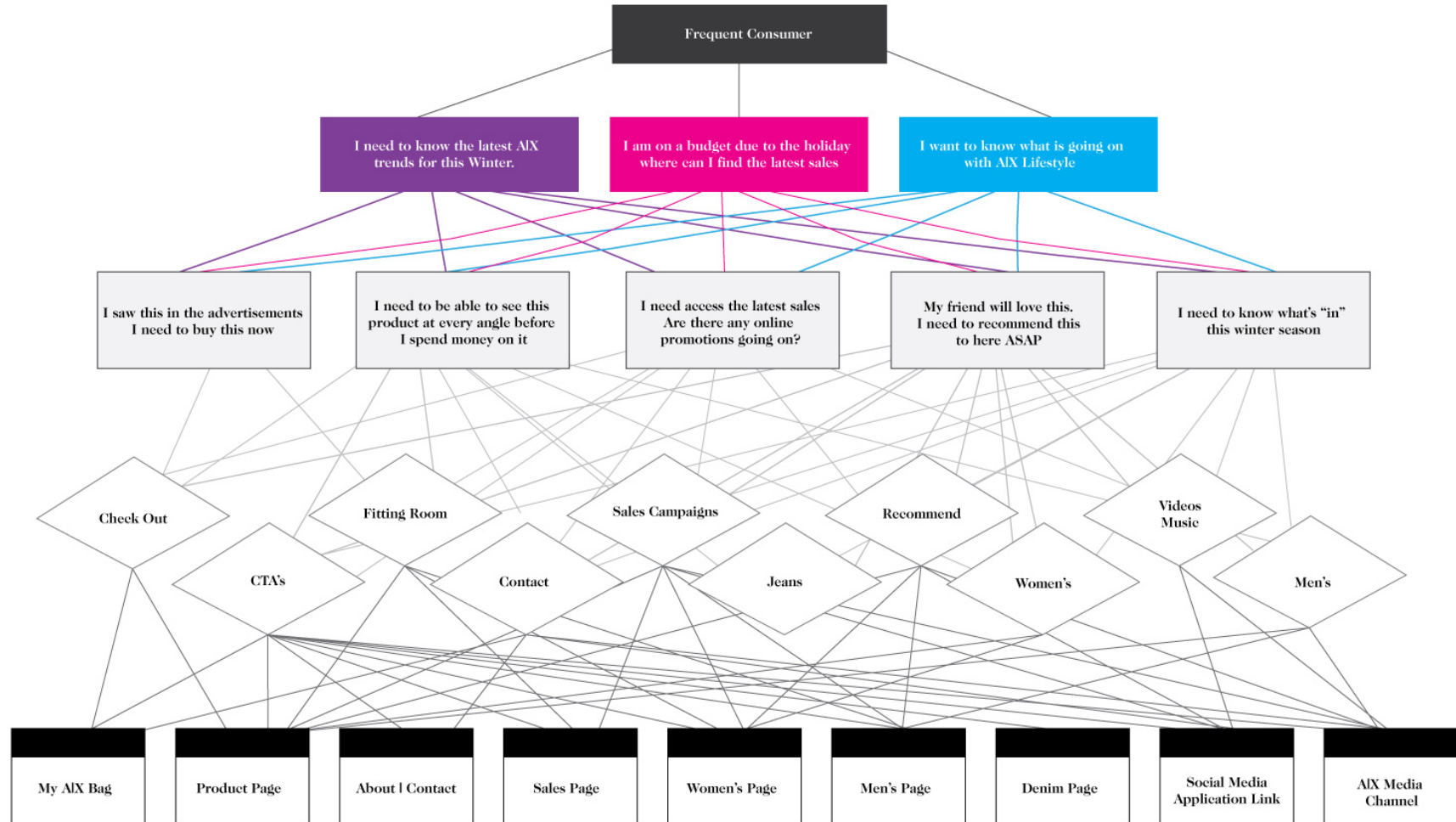


Information Architecture

This site will:

1. Create more awareness to current sales and campaigns as well as establish a mood for current campaign
2. Provide a different Mobile Experience
2. Leverage more social media integration within site

IA : AUDIENCE JOURNEY 01 - THE FREQUENT



KEY





**“OH MAHHH GAHHD !
I *HAVE* to have this! ”**

Jesselyn Bleeker

Age : 22

Occupation : Student at NYU Majoring In Merchandising

Platform : Apple Iphone, Apple Ipad

Relationship : Is a serial dater

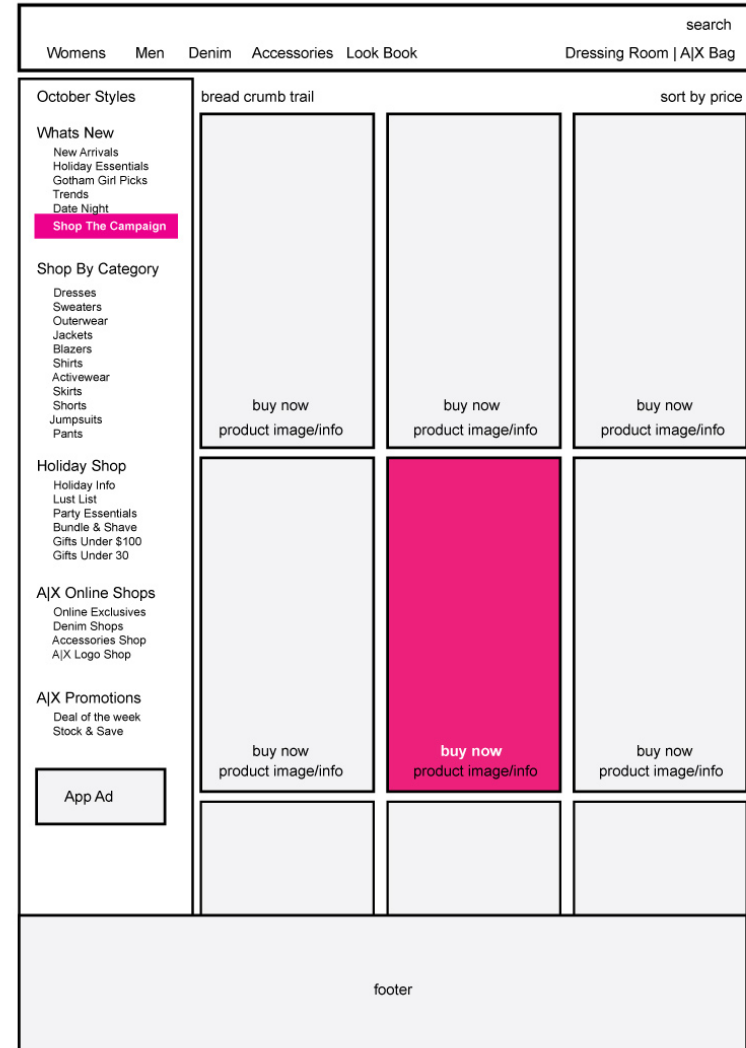
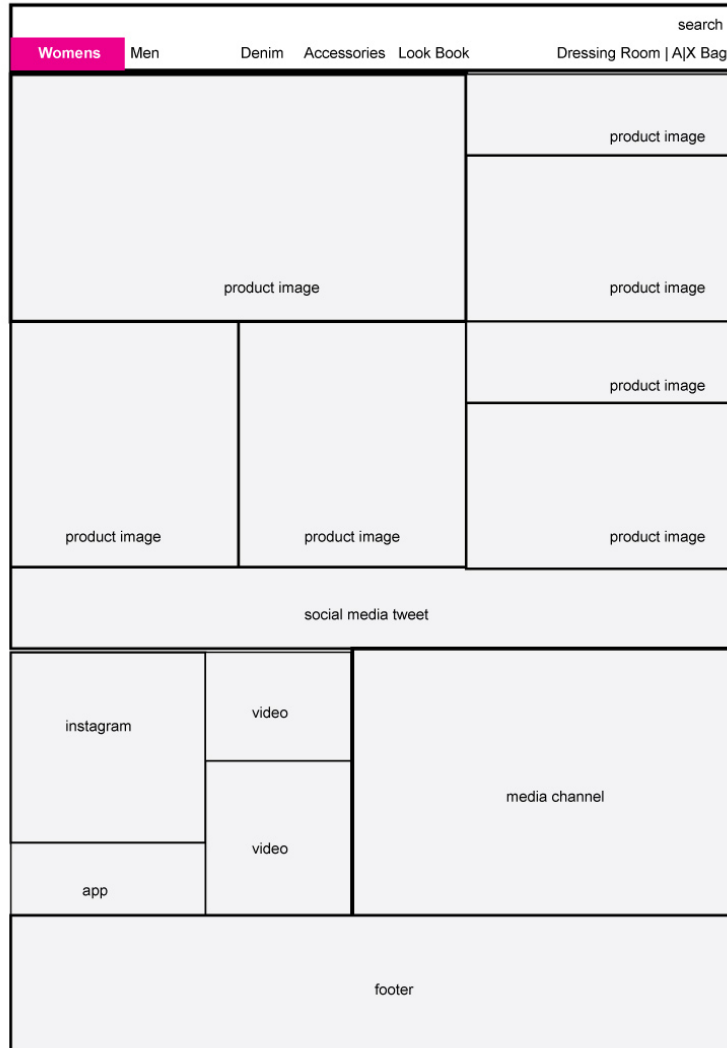
Personality : Is a “fashionista” and trendsetter of her group of friends. Her parents completely support her. She always has to know about the latest trends in fashion for each season. In her spare time she likes to read magazines such as Ellie and Bazaar. She subscribes to AIX, Refinery29 and Neonmag.com through facebook, so when she is on the subway she can browse both her friends status updates as well as her favorite companies.

Experience Goals : If I like something, I want to be able to get it right away. Time is the essence of fashion! You never know who you will meet!

PERSONA - THE FREQUENT



Scenario 01: Jesselyn sees something she immediately wants to buy off ad she seen through A|X TV



PERSONA - THE FREQUENT



Scenario 01: Jesselyn sees something she immediately wants to buy off ad she seen through A|X TV

Womens Men Denim Accessories Look Book
search

Dressing Room | A|X Bag

October Styles

Whats New

- New Arrivals
- Holiday Essentials
- Gotham Girl Picks
- Trends
- Date Night
- Shop The Campaign

Shop By Category

- Dresses
- Sweaters
- Outerwear
- Jackets
- Blazers
- Shirts
- Activewear
- Skirts
- Shorts
- Jumpsuits
- Pants

Holiday Shop

- Holiday Info
- Lust List
- Party Essentials
- Bundle & Shave
- Gifts Under \$100
- Gifts Under 30

A|X Online Shops

- Online Exclusives
- Denim Shops
- Accessories Shop
- A|X Logo Shop

A|X Promotions

- Deal of the week
- Stock & Save

App Ad

bread crumb trail

add cart
product image

Continue Shopping

You May Also Like :

add cart
product image

add cart
product image

add cart
product image

sort by price

order total

shipping cost

Total

Total

Buy Now

footer

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product image

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product image

sort by price

Name On Card

Card Type

Card No

Expiration Date

Month

Year

Purchase

footer

PERSONA - THE FREQUENT



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PERSONAL - THE FREQUENT

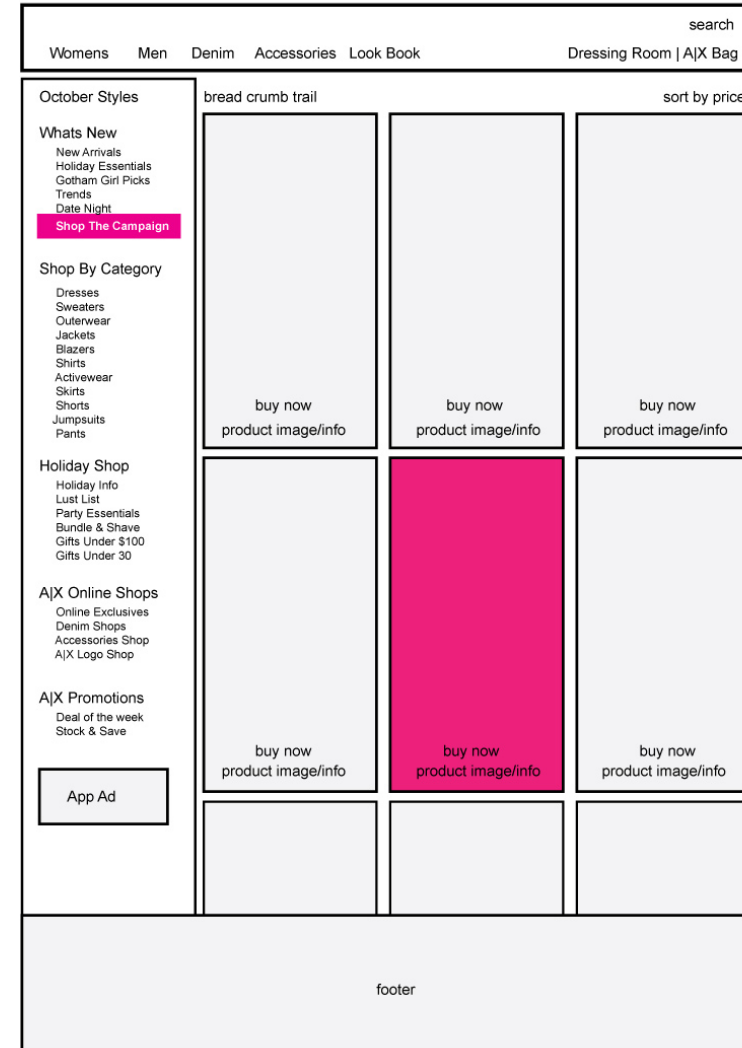
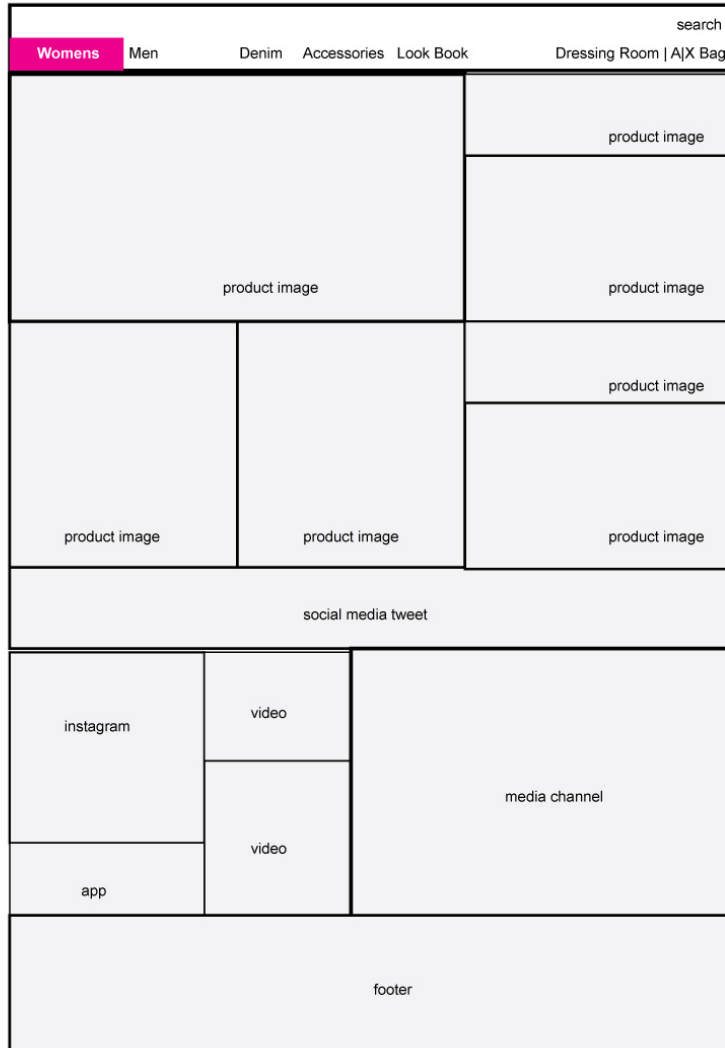


Scenario 01: Jesselyn sees something she immediately wants to buy off ad she seen through A|X TV

PERSONA - THE FREQUENT



Scenario 02 I want to see how this product looks up close



PERSONA - THE FREQUENT



Scenario 02: I want to see how this product looks up close

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bread crumb trail
sort by price

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A|X Promotions
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 Stock & Save

App Ad

product image

Product info

Zoom

Add to Cart

Share Social Media

Continue Shopping

You May Also Like :

add cart
product image

add cart
product image

add cart
product image

Product info

Zoom

Add to Cart

Share Social Media

footer

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A|X Promotions
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 Stock & Save

App Ad

Product info

Zoom

Add to Cart

Share Social Media

footer

PERSONA - THE FREQUENT



Scenario 02: I want to see how this product looks up close

PERSONA - THE FREQUENT



Scenario 02: I want to see how this product looks up close

AX ARMANI EXCHANGE LOGIN | ORDER STATUS | CUSTOMER SERVICE | LOCATE A STORE SEARCH

WOMENS MENS DENIM ACCESSORIES LOOK DRESSING ROOM MY BAG

HOME > PRODUCT > OUTERWEAR > FUNNEL NECK MOTO JACKET

FUNNEL NECK MOTO JACKET
 Sexy yet versatile, this moto jacket features a funnel neck and a belt detail for the ultimate in fall style.
\$150
 Choose Your Size What size are you?
 ADD TO SHOPPING BAG
 PICK UP IN STORE

WHAT'S NEW
 New Arrivals
 Holiday Essentials
 Gotham Girl Picks
 Trends
 Date Night
 Shop The Campaign
 As Seen In

SHOP BY CATEGORY
 Dresses
 Sweaters
 Outerwear
 Jackets & Blazers
 Shirts & Blouses
 Knit Tops
 Tee Shirts
 Active wear
 Shirts
 Shorts
 Jumpsuits
 Pants

HOLIDAY SHOP
 Holiday Information
 List List
 Party Essentials
 Bundle & Save
 Gifts Under \$100
 Gifts Under \$50

Online Exclusives
 Denim Shop
 Accessories Shop
 AX Logo Shop

AX PROMOTIONS
 Deal of the Week
 Stock Up & Save

DOWNLOAD OUR APP
AX APP: AX STYLEPAD
 Download our app to get more.

YOU MAY ALSO LIKE
 Rouched Banded Dress
 Sequined Sweater
 Embellished Collar Ponte Dress
 Lace Stretch Skinny Pant

CREATE YOUR LOOK
 VISIT THE AX DRESSING ROOM >

CONNECT WITH AX
 AX Global Sites

AX LIFE | BLOG | MOBILE | TEXT AX | MUSIC | ARMANI.COM | AX BRANDS | AX CAREERS | SHIPPING | RETURNS | GIFT CARDS | TERMS | PRIVACY | COPYRIGHT | SIGN UP

AX ARMANI EXCHANGE LOGIN | ORDER STATUS | CUSTOMER SERVICE | LOCATE A STORE SEARCH

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\$150
 Choose Your Size What size are you?
 ADD TO SHOPPING BAG
 PICK UP IN STORE

PRODUCT DETAILS
 Sexy yet versatile, this moto jacket features a funnel neck and a belt detail for the ultimate in fall style.
 snap buttons
 asymmetrical zipper
 knit collar
 belt, front pockets
 model is a size S: height 5'8", bust 34", waist 23", hips 35"
 26 3/8" from shoulder to hem
 available in sizes xs-xl
 98% polyester, 2% spandex
 dry clean only

SIZE & FIT
 Like Send Tweet Plus

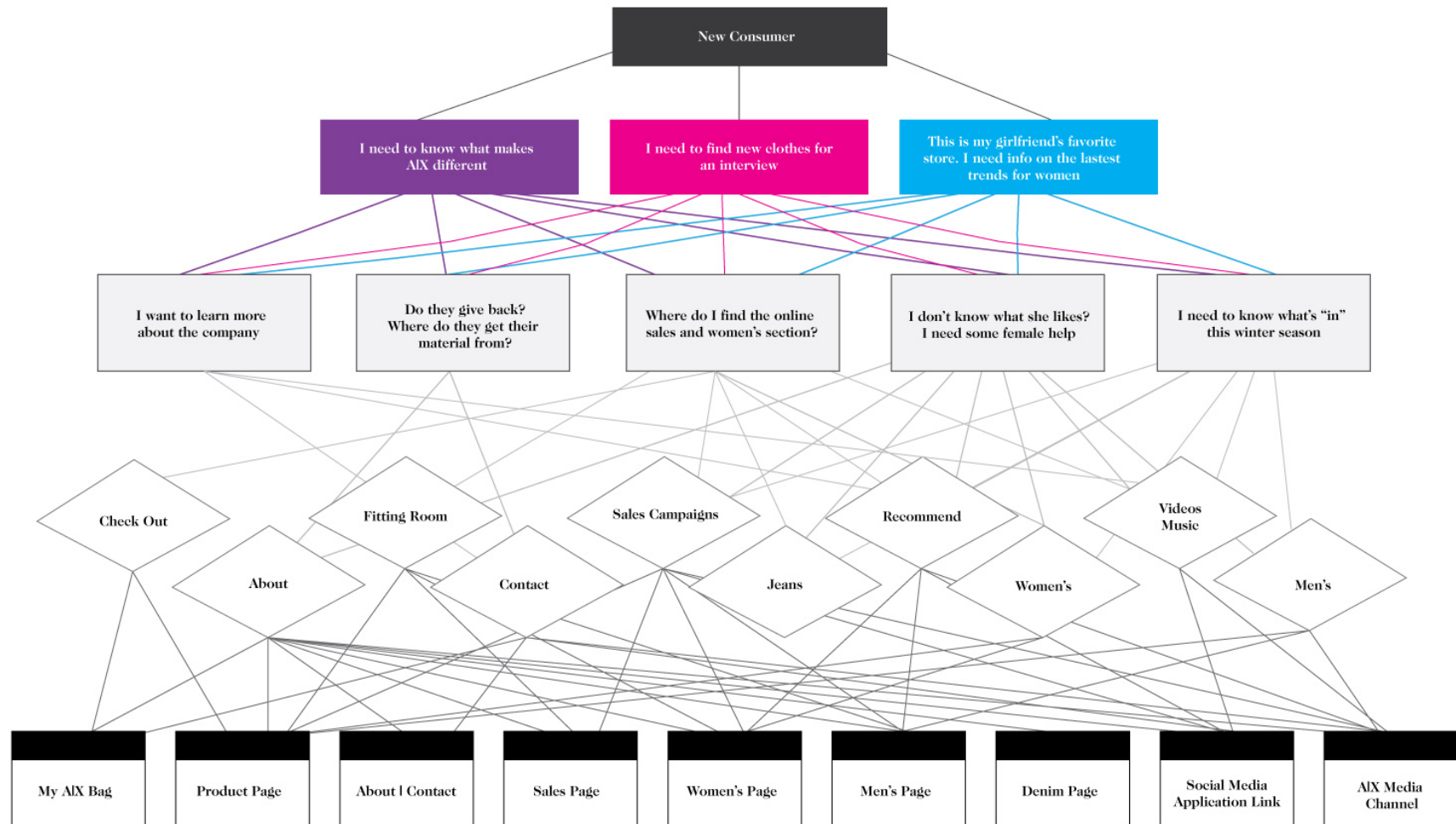
COLOR
 [Color swatches]

+

-

RESET

IA : AUDIENCE JOURNEY 02 : THE NEW



KEY





“It's Not About What You Do, but Why You Do It”

Martin Wessly

Age : 25

Occupation : Designer at BigHuman

Platform : Droid , Acer Aspire S7

Relationship : In a relationship for over a year

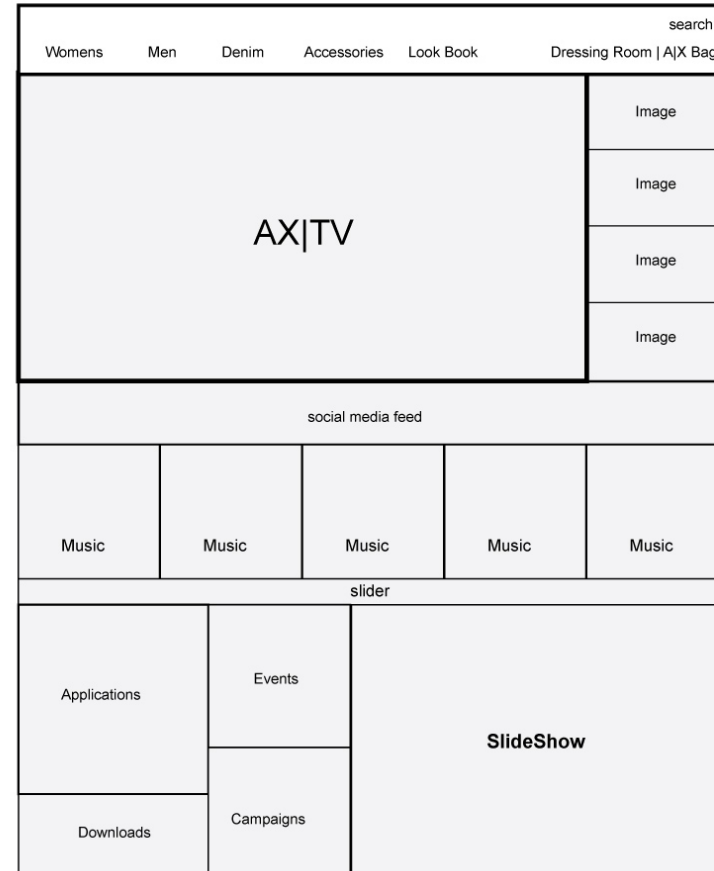
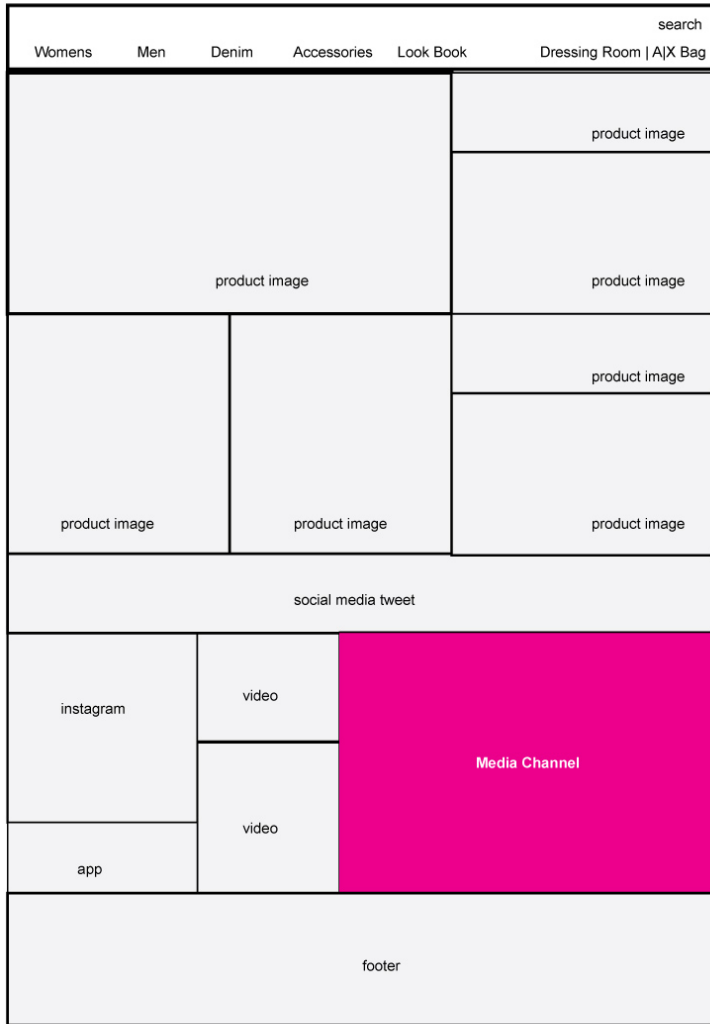
Personality : Is a realist that enjoys quality of quantity. Is always on the lookout to bring old trends back. He enjoys going to raves and listening to electronic/dance music. He usually goes off of things recommended to him by close friends that he trusts. However, before he buys anything from a brand he does alot research on the company.

Experience Goals : I want to know the story.

PERSONA - THE NEW



Scenario 03: Martin wants to know what is the culture of Armani Exchange



PERSONA - THE NEW



Scenario 03: Martin wants to know what is the culture of Armani Exchange

ARMANI EXCHANGE
WOMENS MENS DENIM ACCESSORIES LOOK
DRESSING ROOM MY BAG
BUNDLE & SHAVE
WOMEN'S GIFTS UNDER \$80
MEN'S MOST WANTED
THE LUST LIST
MENS MUST HAVES
HOLIDAY INFORMATION
EXTRA 40% OFF SALE STYLES
AIX LIFE
AIX:TV PRESENTS: CELEBRITY STYLIST - KATE YOUNG
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DRESSING ROOM MY BAG
AIX:TV
AIX:TV PRESENTS: CELEBRITY STYLIST - KATE YOUNG
AIX MUSIC
EVENTS
VIEW PHOTOSHOOT