Graphic Design Brief — American Eagle's Outfitters

Project Title:

Luxury Brand Launch – Production Pack Design

Client:

American Eagle's Outfitters

Project Type:

Full production design pack (includes social media assets, posters, flyers, and digital banners) for a sales brand launch.

Project Overview:

American Eagle's Outfitters is launching a new luxury sales campaign aimed at redefining premium casualwear. The goal is to communicate elegance, confidence, and exclusivity while maintaining the brand's youthful energy.

Objectives:

• Promote the upcoming sales brand launch in a visually appealing and luxurious way.
• Reinforce American Eagle's status as a premium yet approachable lifestyle brand.
• Ensure all materials maintain a consistent and elegant design theme across platforms.

Deliverables:

• Primary campaign poster (for print and digital use)
• Social media post templates (Instagram, Facebook, X, TikTok)
• Website banner or homepage slider image
• Flyer or postcard design (for in-store promotion)
• Product label or hangtag concept (optional)

Style & Creative Direction:

Visual tone: Luxury, elegant, bold, modern
Color palette: Deep navy, gold, white, black accents
Typography: Clean serif or high-end sans-serif fonts
Imagery: Minimal backgrounds, focus on premium textures (leather, denim, metallic finishes)
Mood inspiration: Ralph Lauren meets street-luxury

Target Audience:

Fashion-forward individuals aged 18–35 who value quality, exclusivity, and sophistication in casualwear.

Additional Notes:

• Maintain American Eagle's core logo and brand recognition.
• All files should be print and web-ready.
• Include mockups for social and retail environments.

Timeline:

Initial concept: 3–5 days
Final delivery: 10–14 days after approval

File Deliverables:

• Editable source files (PSD, AI, or Figma)
• Print-ready PDF versions
• Optimized web versions (JPG, PNG)