

About PHC

Background

The Pretty Hair Chair and Self Care is a local hair salon, owned and operated by Dana Ripp Farrell since 2013. Dana is a stylish wife and mother of 2 young kids who strives to look and feel beautiful in the most natural ways, and she can't wait to help you do the same!

Key people

Sarah, with Dana's input and approval.

Due date:

May 13, 2025



Dana- showcasing her first pregnancy and hair and makeup done herself.

Fonts

Logo Fonts

- Blithe Regular - Adobe Fonts
- American Typewriter - Adobe Fonts

Other Potentials

- Astoria - Adobe Fonts
- Trade Gothic Next - Adobe Fonts



Dana specializes in wedding and special occasion up-dos and adding embellishments and veils.



Another wedding day up-do with the veil tucked in.



Dana is always looking into the most natural products.

#8B5E3C

#8299CE

#6CBE45

#EF9AA7

PHC Brown

PHC Blue

PHC Green

PHC Pink

@noellesnaturals

Target Audience

The audience

The audience of this website will be existing customers, to make booking appointments/ordering products easier, as well as potential new clients and customers looking for a safer way to look their best.

Goals

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I will create a website that showcases Dana's work as a hair stylist and streamlines client bookings/product ordering.

Creative direction

Concept

Keeping the webpage simple, clean and natural, like her business and the products she uses. Natural colors, flowing fonts, nothing harsh.

Creative outputs required

I will need (I already have access to) Dana's business facebook page for pictures of her work, a price list for her services/products and possibly some input from her about the feel she's looking for, for the website.

Measuring success

The only website Dana currently has is a facebook page and she doesn't currently book appointments/sell products online, only in person or via phone/text. Streamlining this could free up some time for her, putting all of these things in one place.