

Fabric Interface Unveils Supernice Website

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Leading London based web design agency, Fabric Interface, has announced the launch of the most recent addition to its award winning portfolio: www.supernice.co.uk. The site was commissioned by Supernice's founder, Louise Sandor.

Louise specialises in innovative design-lead products and brands for the home- often bringing them to the UK market for the first time. Her range of decorative interior items and furnishings includes wall stickers, decals, melamine plates and embroidered pillows by leading designers including Blik Graphics, Threadless, Keith Haring, Charles and Ray Eames, Mel Lim and Mathew Hagget.

Supernice is based on London's colourful Columbia Road (famously the location for the capital's largest and oldest flower market) and since the shop's earliest days Louise has also traded online. The brief for the latest version of her website was to create an area that showcased her own strong company brand alongside the designs she sells. Interface's M.D. Mike Staines comments:

"We needed to create a visually impressive website which allowed visitors to interact and experiment with different designs. It was important that the site was based on a simple interface with a clean canvas, providing ample space to allow the graphics to really stand out. We came up with the idea of a virtual room where visitors can drag and drop different graphics and designs onto a wall and then experiment with different backgrounds and colours, and this has proved to be incredibly popular."

"The atmosphere and vibrancy of the shop and its location were also key aspects of Supernice's brand which we wanted to capture. To do this, we produced a short film which provides a guided tour of the shop against set against the backdrop of the Columbia Road Flower Market. We wanted the website to bridge the gap between offline and online shopping, bringing the two experiences together as closely as possible."

To maximise the visual appeal of the website, Mike and his team included large display areas and designed new style menus which provide access to multiple product categories. An interactive shopping basket allows visitors to compare different products side-by-side – a useful feature designed to help potential customer compare and contrast colour-schemes.

Search Engine Optimisation – another area of Interface's expertise – has been highly successful, with the site appearing twice in Google's UK 1-5 organic listings in response to searches for 'wall graphics'.

Louise concludes: "Our new site was an instant success. Communication was excellent, from the initial design to launch we were always kept up to date on the progress of the site and more importantly the deadlines we were aiming for."

"The new design and optimisation has enabled us effectively grow our business, in a short space of time. We recently moved onto a maintenance contract, and look forward to working with Mike and his team on a more permanent basis.

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Note to editors

Fabric Interface's full portfolio can be viewed at: <http://www.fabricinterface.com/>

Interviews and images are available on request.

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