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web

the brief

Global Color Research Limited™ are a trend and colour forecasting studio based in London. They produce and publish the international bi-annual colour forecasting book **mix interior** and the quarterly interior trend and colour magazine **mix future interiors**. We were asked to create a website to promote the company and sell the magazine via an online shop.

our approach

We wanted to create something beautiful that complemented the magazine and the books, so we opted for an image orientated site with a simple navigational system. And the ability to buy the products online to an international audience.

result!

The site was designed to inform visitors about the company, and offer people the facility to buy online. The high hit rates and sales have confirmed that the site works as a promotional tool for the company and as a sales outlet.

The site is fully secure and is search-optimised.

www.globalcolor.co.uk



CASE STUDY

Global Colour Website

see more at www.silentcity.co.uk