

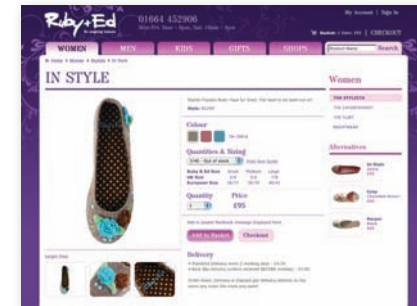
Funky and functional, Ruby + Ed online.



CLIENT: Ruby + Ed

PROJECT: eCommerce Website

URL: [www.rubyanded.co.uk](http://www.rubyanded.co.uk)



## BACKGROUND

Ruby + Ed understood that something was missing from the glamorous indoor get up of the hostess with mostess. So they decided to launch a range of funky, attention grabbing house shoes. And where better to shop for them than from home, using a funky – and functional – website?

## TASK

To build a website that reflects the brand values of Ruby + Ed whilst still being easy to browse and buy from.

## SOLUTION

- Strongly branded look and feel that sets premium brand expectations
- Simple, intuitive navigation
- Excellent photography to show off the products
- Easy to use online purchasing
- Seamless integration with back end systems and fulfilment house
- Trade extranet for previews, pre ordering and top up orders
- PR, offline and online marketing campaigns Christmas 07

## RESULTS

The site launches in August 2007 and the 6 weeks up to Christmas will show just how effective the new site is.

## GET IN TOUCH

To find out more please contact Michael Hoskinson on 0116 299 1166 or via email at [michael.hoskinson@fusedigital.com](mailto:michael.hoskinson@fusedigital.com)

[www.fusedigital.com](http://www.fusedigital.com)