

# BLUFIN S.p.A.

## **NEW WEBSITE FOR BLUFIN**

*A restyled online image for the Blufin Group, whose new and recently launched websites go beyond the static website/showcase concept. Execution of the project, an actual integrated web platform, followed an innovative approach with the creation of three independent websites for the Group brands and a corporate Blufin website. The Blumarine, Blugirl and Anna Molinari websites each have layout and structuring of the content which reflect the relevant brand identity and style: Blumarine sophisticated, Blugirl quirky and Anna Molinari fashion forward. The graphic elements perform the specific function of highlighting and adding emphasis to the content, putting over emotions. The style is simultaneously clean, simple and sophisticated. The entire platform is managed via a state-of-the-art content management system which can be fully administrated by the company and can support a high degree of customisation. Featuring a highly flexible front end, able to manage multimedia content via a user-oriented information architecture, the websites give a clear and comprehensive view of the content. The images of the products and the extensive video input can be enjoyed on demand on a large scale while browsing has been kept both light and fast. The entire project was designed with scalability, with possible use according to present and future needs in order to offer a system capable of constant updates, as a true work in progress.*