

# Voice

Stuart Thexton

E-commerce Website

## Background & Brief

Stuart Thexton Jewellery was created to give a luxurious, continental and relaxed atmosphere to purchase very carefully selected pieces from designers such as Coleman Douglas Pearls, Ziio, Marco Bicego and Wharton. With this in mind we needed to create a brand journey that reflected luxury across all touch points on and off-line.

## Solution

We have evolved the brand adding a minimal, clean look and feel to all associated on and off-line materials. This year we have implemented an e-commerce store which has been a huge talking point on-line as they handle very exclusive products from some of the world's leading jewellery designers.

## Services Provided

Brand strategy  
Creative design  
Project management  
Photography  
Art direction  
Web design & build

E-commerce design & build  
Artwork  
Print management  
Image retouching  
Copy writing

