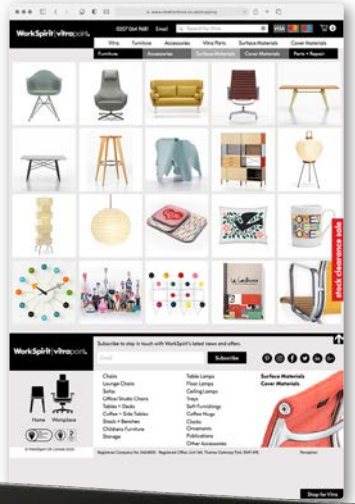
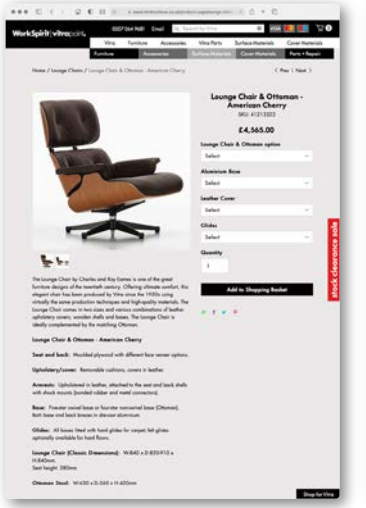
furniture marketing

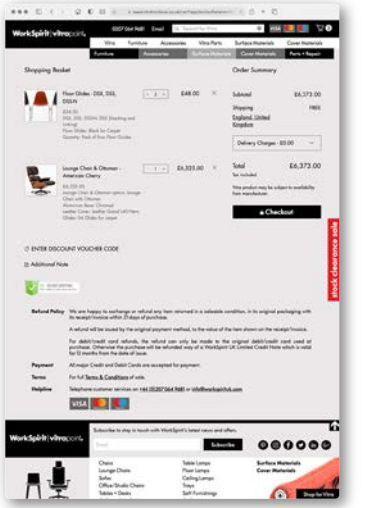
websites + brochures + photography

Photography for Simpsons London displaying their full-length TV mirror

perception







E-commerce — VitraFurniture.co.uk

WorkSpirit Vitrapoint are a major supplier of Vitra furniture to the UK contract furniture market. My involvement required gaining an in-depth knowledge of the Vitra brand and product range. My role involved planning, writing and creating the wireframe structure and defining and sourcing all product. Then designing and building a website with full e-commerce functionality for all the Vitra range of furniture and accessories. This progressed to PPC and social media marketing, and the design and print production of brochures and new business Tender documents.

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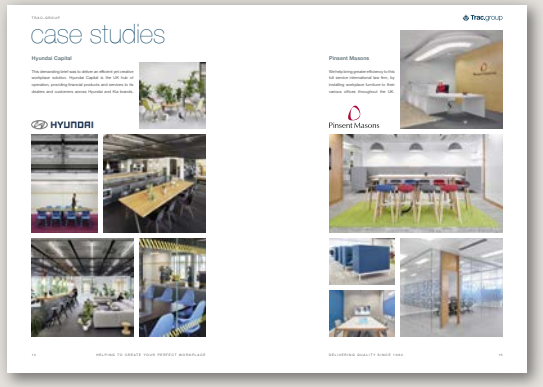
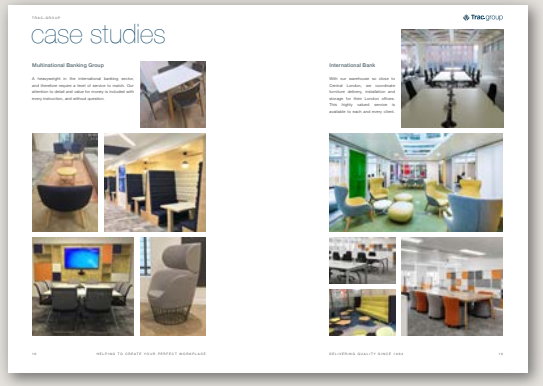
Brochure

This brochure was written and designed by myself to communicate the range of services offered by Trac Group, a provider of workplace furniture solutions.





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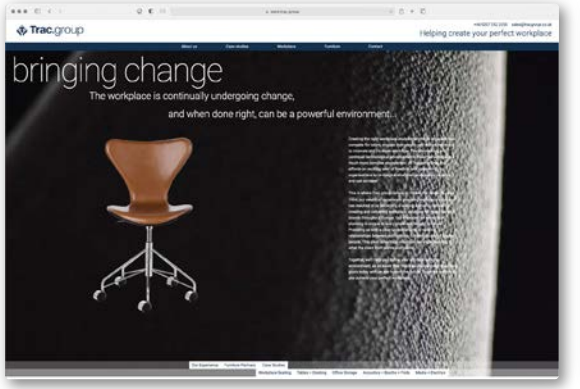
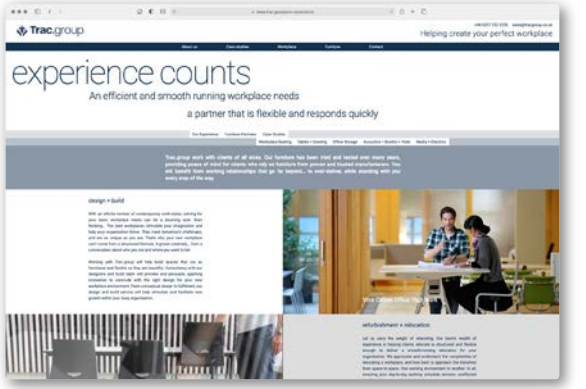
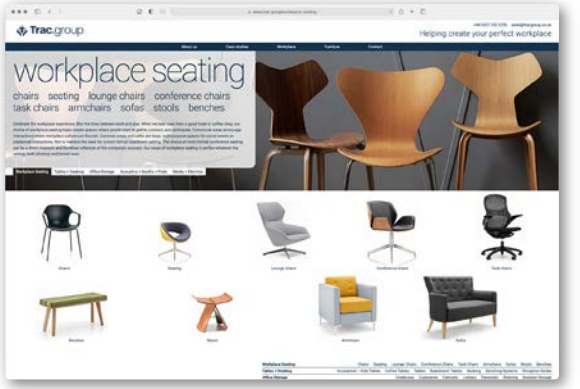
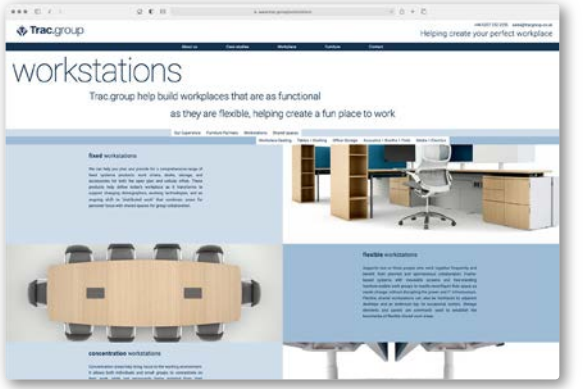
Website — TracGroup.co.uk

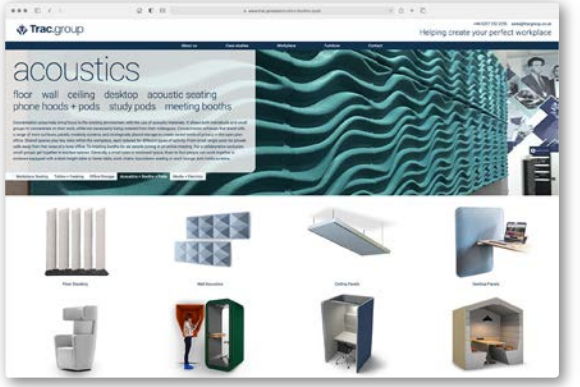
Trac Group provide workplace furniture solutions for the financial and insurance sectors, installing office furniture throughout many European capital cities. This 72 page website was planned, written, designed and built by myself to showcase installation projects, as well as providing a resource of furniture product and technical information for clients.

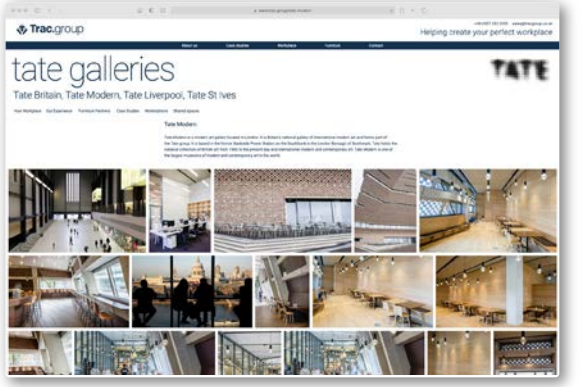












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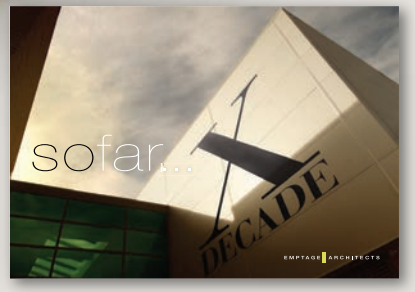
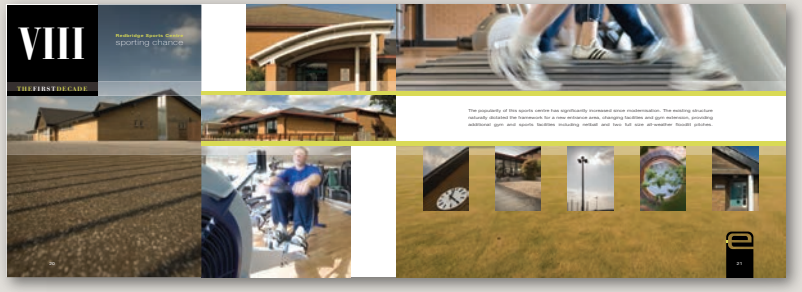
Website + Brochure
SimpsonsLondon.com

Simpsons London are designers and manufacturers of high-end, bespoke furniture which is retailed through London showrooms. Prior to my design and build of their new 102 page website, I photographed and compiled a new product library. This website was marketed using PPC and Social Media advertising.

Website + Brochure — EmptageArchitects.co.uk

Emptage Architects have been a Chartered Practice since 1999, creating contemporary architecture for private, public and residential developments. From creating the brand logo and identity, this developed to include photography of their portfolio of buildings, website design, and the design and printing of this brochure.