

CLIENT



Variér USA
Needham, Massachusetts
www.varierusa.com

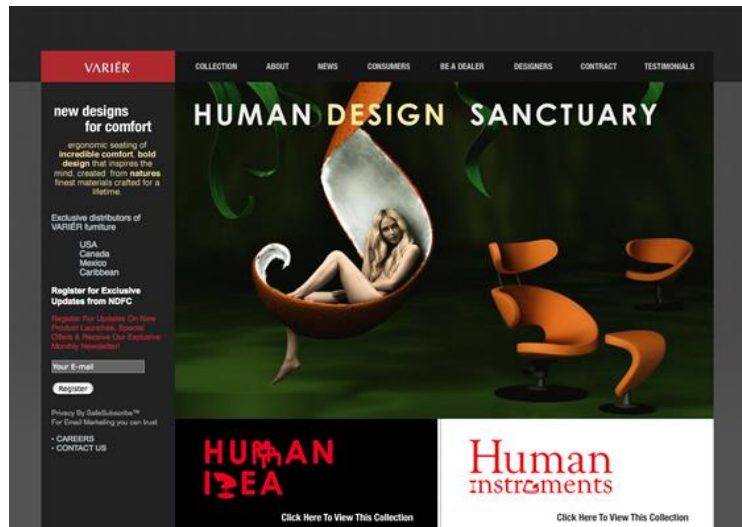
KEY CHALLENGE

Variér USA came to us with the request of developing a website for their two new lines of furniture: Human Instruments and Human Idea. Very creative chairs that model the Human body and promote interesting and proper poses from the sitter. This website has to match the quality, creativity and prestige of their brand.

SOLUTIONS

CHRIS MUZILLA DESIGN began by assessing the personality of the products to be promoted and sold. After becoming familiar with the product line and combing thru numerous marketing collateral, we were able to develop a great sense of the brand that we translated into the website. There is a very European, upper-crust attitude in the brand and it is reflected in the imagery and design of the website. The site is easy to use, very clear and concise and directs users to the proper channels to make purchases.

DESIGN



TESTIMONIAL

“I have had the privilege of knowing Chris since his early days as a web designer and have watched his talents grow. Chris has consistently delivered for me, always meeting my objective and being able to deliver my vision. He has designed or updated almost 10 sites for me over the years, each with increasing complexity. With so many people coming and going in this business, I think my best recommendation is in the fact that I have stayed with him all these years.”

- Ed Miano, Variér USA

CONCLUSION

Visit newdesignsforcomfort.com today to view the fantastic results!