



appnovaweb

creative interactions

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Appnova delivers high quality online business branding.

- We are a web design agency which takes an artistic approach in creativity and state of the art technology.
- We help your business grow online and raise awareness to potential clients.
- We enable business success with a clear message and a lasting impression.
- Appnova is committed to meeting your vision for your business with our expertise in design and digital technology.

Our clients

- We have excellent clients who we have developed close relationships with.
- We distill their business essence and apply it online; we constantly stay in touch with them to make sure that they are always ahead of their competition.
- And, due to the quality of our work, our superb client base keeps growing.

Client list

Corporate

- Wescom
- Oakley
- LMG
- Thayerbrook
- GlobalExpense
- Advanthedge
- In Touch Capital Markets
- Little Emperors
- Sullivan Agency
- Locanda Locatelli
- Spoonfed Suppers
- Alta Services
- M2P Consulting
- Tinello
- L&B

eCommerce

- Paulie
- Gallery of Wonderful
- Sermoneta
- Gianmarco Lorenzi

Charity

- Liver Good Life



Cutting-edge Enlightening Websites

- Your website reflects your business online.
- Perfect your professional identity with sleek design and a user-friendly nature that empowers your business.
- We apply pioneering technology and cutting-edge design to corporate websites, turning them into timeless pages.
- We make sure you can be found on the major search engines, so business is constantly flowing.



Luxury Web Design

- Your customers deserve a unique user experience; our **fashion eCommerce** solutions, a touch of luxury and a user-friendly design can help your product sell more, while the users indulge in the adventure.
- Your business is always open and your product can always be sold. Our range of services for **high end website design** can fuel your business, adding our excellence to the quality of your product.



Strategic Customer Relationship Management

- Our CRM system gives you that extra element of professionalism.
- We create and propagate targeted information to targeted customers, in order to increase existing client sales, through email and newsletters about specials and sales.
- The result is lively, healthy and improved product awareness.



Flexible Content Management Systems

- Flexible content management systems allows your business information, content, images, video and social media tools, to be constantly quickly updated. So you can keep selling at all times.
- Your fashion eCommerce is always up and running, and you have complete control of what your website communicates to your customers. Creative, effective and functional. That is why they call us **creative web designers**.



Beautiful Portfolio Catalogues

- The quality of your product needs the right solutions; your customers will enjoy the beauty of it in every tiny detail, being able to zoom in on unlimited images.
- Your products will have their own optimised page, featuring title, URL and keywords. This means that your goods can be easily found in search engines, just like you can find us under **fashion web design**.



Brilliant eCommerce

- We build our online shop individually, for you and your business, with a great attention to details; only a high end website design can make you stand out from your competitors.
- eCommerce boosts your brand image, giving you the chance to sell and be seen all around the globe.
- Showcased in the right way, your products can be shared on social media platforms by users, reaching a great number of potential customers.



How we do it

- We know your vision is paramount to refresh your business' image. Thus, we take a hands on approach to understand exactly what you want and what you need.
- Our success is driven by our process; we work together with you, in order to make our ideas meet your vision.

It's Your Vision

- We specifically find out what solutions are best for your business, to guarantee you a return on investment.
- You are presented with several options, designs and concepts, from day one, throughout the whole process; we work together to find and finalise the perfect design.

Development

- With your design finalised, all aspects are run through with a fine-tooth comb to ensure that functionality is superb, conversion is correct and that your brand converses with your audience.
- Your feedback on our proposal is essential: we are not satisfied unless you are satisfied.

Go Live

- Once your site is launched, we review your analytic data to further improve your page's Search Engine Optimisation.
- We give you control over the content and layout. Changes can be made in real time, so your site is always up and running, and your content is always fresh.



Case studies

Enlightening websites

Wescom group

www.wescomgroup.com

- Wescom Group includes four different companies.
- They wanted to establish a common, universal identity, by building a shared link between these companies.
- We built a corporate site that would give them a new online individuality, including a logo facelift.
- All four companies are now linked together through their group site, promoting the whole as well as the individual brands.

Key features

- Design
- Content management system



Oakley

www.oakleycapital.com

- Oakley are previous clients of ours and wanted to evolve their website.
- As a finance company they wanted to stylise their image, to show their professional and reliable nature.
- We freshened up their website with a rich design that gives users easy access to all their services, transactions and retail clients.

Key features

- Design
- Content management system



LMG

www.lmgpartners.com

- LMG is a wealth management group that required a website with a secure feel and look to users.
- They wanted the page to look professional and sharp, with a clean presentation that would assure stability.
- We designed the website with a stylish yet professional look, backed up with easy navigation for their customers.



Key features

- Design
- Content management system

Little Emperors

www.littleemperors.com

- Little Emperors is a purchase card that offers discounts to luxury services and shops.
- We created an opulent environment for the user, with easy functionality to filter various services and shops for their members.
- We developed a concierge-style service with a newsletter which informs members of various offers and discounts around the globe.

Key features

- Design
- Content management system
- Client relationship management



Sullivan Agency

www.sullivanagency.fr

- Sullivan Agency is a French property service
- We were asked to come up with an entire proposal for their business to allow customers to view their properties.
- We started the process from scratch, creating the entire service for the Sullivan Agency to match and manage the luxurious properties in a corporate site.

Key features

- Design
- Content management system
- Client relationship management



Locanda Locatelli

www.locandalocatelli.com

- Locanda Locatelli is one of London's most recognised Italian restaurants.
- We were flattered when they asked us to design a website that reflected the restaurant online.
- We essentially turned the quality of the restaurant into a cool design; the result being a unique and beautiful website with our content management system so they can update the menu daily.

Key features

- Design
- Content management system



Alta Services

www.alta-services.com

- Alta Services is a boutique concierge service based in Geneva.
- They needed a site designed to effectively showcase the luxury services and exclusive membership cards they offer.
- We created a clean and sophisticated website with a cutting-edge yet professional look, easy to navigate for a pleasant customer experience.

Key features

- Design
- Content management system



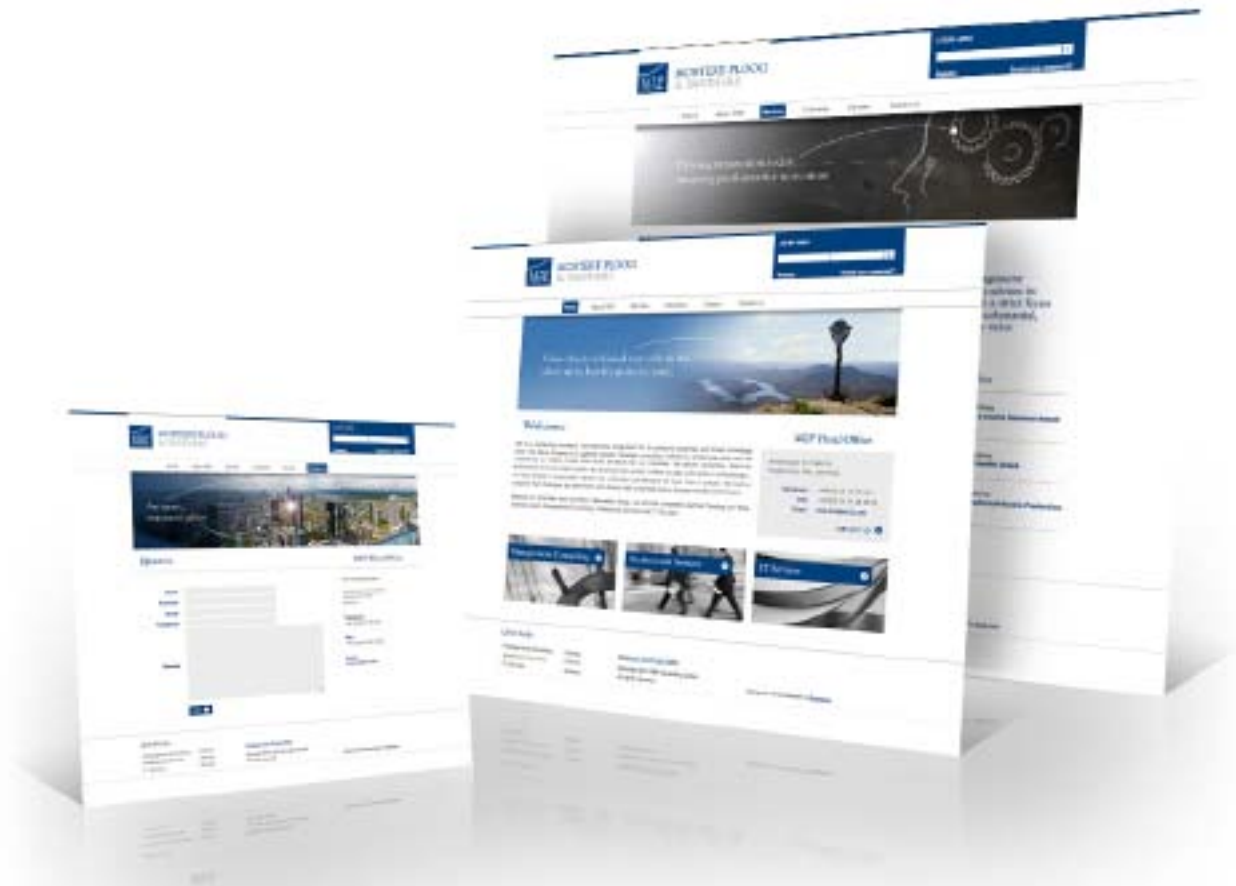
M2P consulting

www.m2p.net

- M2P is a consulting company for the Travel, Transport & Logistics industry.
- They needed a complete redesign and rebuild of their website, equipped with an effective Content Management System (CMS).
- They also wanted to rebrand their company completely - starting from a new logo - under a concept that would blend all of their brand elements together.
- The result was an alignment of the brand's image with all of its different components: website, logo and corporate identity.

Key features

- Design
- Content management system



Tinello

www.tinello.co.uk

- Tinello opened its doors in 2010; in just a few months, it has become one of the most fashionable and prestigious Italian restaurants in town, collecting hot reviews from everyone that counts in London.
- They wanted a website reflecting the style and standard of their restaurant, with state of the art design and functionality to fit their needs.
- We delivered a sophisticated yet user-friendly website that allows Tinello's staff to modify the menu and upload the latest news and press releases.

Key features

- Design
- Content management system
- Social media



L&B

www.lblondon.com

- L&B is an exclusive fine linen store based in London.
- Their idea was to redo their catalogue website, to give it a more sumptuous and elegant feel.
- Using images from their unique pieces we created clean concepts that highlight the contemporary and leading-edge atmosphere of their boutique.

Key features

- Design
- Content management system



Oakley

www.oakleyassetmanagement.com

- Our existing client Oakley Capital commissioned us to create a new site for their new B2C business. They wanted a site that was user-friendly and appealed to a wider audience.
- We delivered a site with strong visuals, and a professional look, yet able to appeal to a larger audience.

Key features

- Design
- Content Management
- SEO



Ant Insurance

www.antinsurance.co.uk

- Ant Insurance is an award winning insurance provider. They needed to revamp their website creating a more professional feel with an effortless navigation and user interface.
- We created a site that kept the charm of the original one, but achieved better results through a stronger interface and more professional touch.

Key features

- Design
- Content Management



Qarma

www.qarmatechnology.com

- Our existing client Qarma needed a website that would look extraordinary in a very crowded market.
- Extending their corporate ID, we created a groundbreaking finance site, able to stand out, compared to its peers.



Key features

- Design
- Content Management system

Paulie

www.paulieclothing.com

- Paulie is a fashion retailer in London.
- They wanted to create an online presence to promote their brand to new customers, projecting their image online so they could generate more sales on national and global markets.

Key features

- Design
- eCommerce
- Content management system
- Client relationship management
- Digital marketing & social media
- E-Outsourcing



Hedonia

www.hedonia.co.uk

- Established in 2010, Hedonia is becoming one of the strongest independent womenswear brands.
- They commissioned Appnova to build an eCommerce that is both luxurious and easy to navigate and shop from.
- We delivered a great site that is already surpassing expectations.

Key features

- Design
- Content Management
- Ecommerce





Gallery of Wonderful

www.galleryofwonderful.com

- Gallery of Wonderful is a niche experience brand that specialises in furniture, artwork and photography.
- We created a unique online presence for Gallery of Wonderful, with a supreme eCommerce platform for a stimulating user experience, exclusive to particular customers.
- The Gallery of Wonderful eCommerce website is much more than a conventional online shopping; its features enable users detailed imagery of products and artist descriptions, and a simple purchasing method.

Key features

- Design
- eCommerce
- Content management system
- Client relationship management





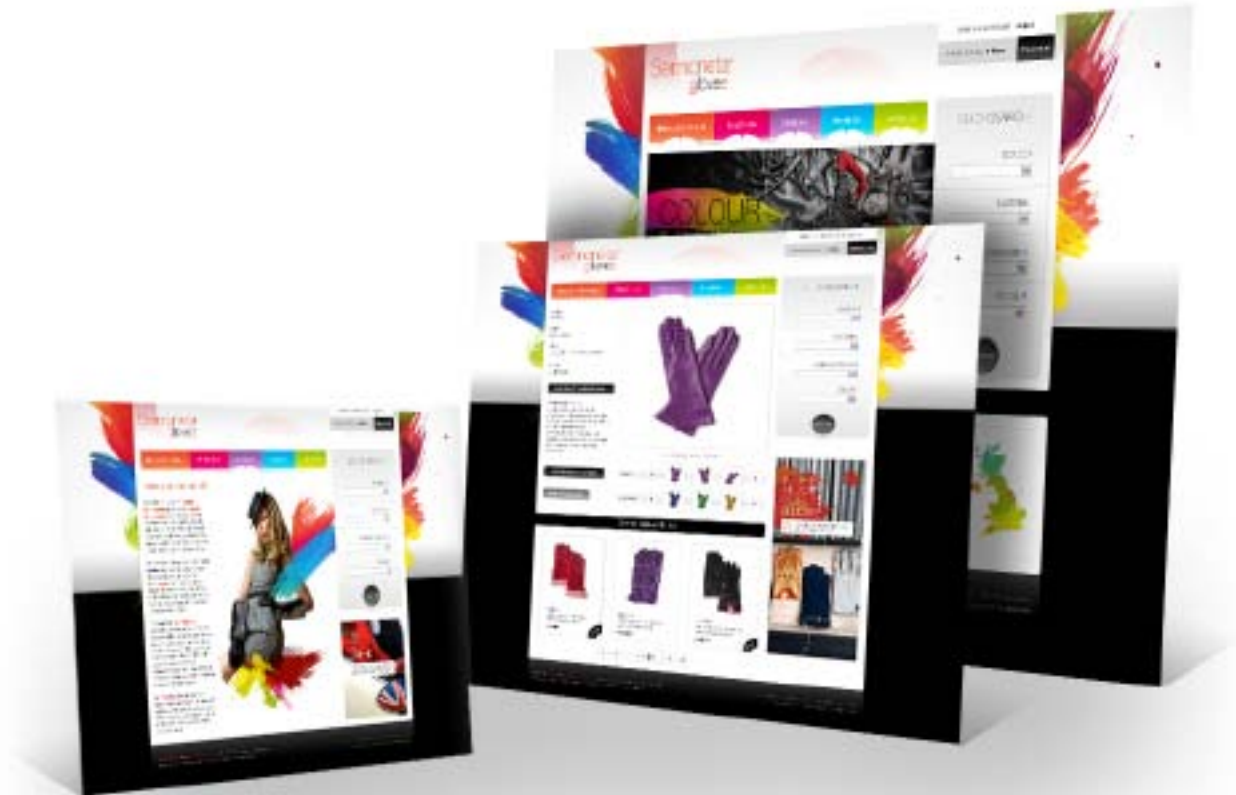
Sermoneta gloves

www.sermonetagloves.co.uk

- Sermoneta are glove designers from Italy; they were keen on expanding their business to the UK.
- They needed their website to reflect the quality of their product, premium but affordable.
- We created a glamorous image for Sermoneta that we are very proud of, showcasing their product with beauty and style.

Key features

- Design
- eCommerce
- Content management system
- Client relationship management
- Digital marketing



Gianmarco Lorenzi

www.gianmarcolorenzilondon.com

- Ego Fashion Box needed our help with two different sites: an eCommerce for the luxury label Gianmarco Lorenzi, and a multibrand online shop.
- In both cases emphasis needed to be made on luxury and sophistication without losing user journey ease.
- We worked together with the owners to achieve extremely urbane and highly functional eCommerce sites.

Key features

- Design
- eCommerce
- Content management system
- Social media



Spoonfed Suppers

www.spoonfedsuppers.com

- Spoonfed Suppers is a new concept: users enter their details, and receive a daily email with delicious recipes and weekly shopping lists.
- Its creator needed to give her followers a more customised service based on their preferences and dietary restrictions.
- We came up with a completely tailor-made platform, which allows users to login their details and preferences and browse through the recipes; the administrator can easily upload new ingredients and recipes, and automatically deliver emails and news to registered users.

Key features

- Design
- eCommerce
- Content management system





NYLA

www.nylaboutique.com

- NYLA is an online fashion boutique that specialises in a diverse mix of clothing and accessories from New York and Los Angeles based designers, exclusively only selling products online.
- We created an exceptional digital shop for a simple, fun and superior shopping experience, making it one of most unique eCommerce sites on the market.

Key features

- Design
- eCommerce
- Content management system
- Digital marketing & social media





Case studies

Charity

Liver Good Life

www.livergoodlife.com

- Liver Good Life is a charity dedicated to raise awareness of liver diseases.
- They wanted to promote their cause with a video animation.
- We planned a website specifically created and shaped around the video, besides other features and sections.



Key features

- Design
- Content management system



Our services



Services overview

- Design & branding
 - Customer relationship management
 - Digital marketing & social media
 - eCommerce
 - Content management system
- Appnova produces websites which drive more traffic, helping your business increase productivity.
 - We pride ourselves on finding solutions to expand your online business with our skills in Digital Marketing, software development and branding.
 - We build timeless websites, giving the user a unique experience when getting to know your business.
 - We apply a touch of luxury to websites, enhancing your professional image online.



Design & branding

*Our design is second to none;
we build our unique websites
from your vision.*

- Appnova builds websites that suit your clients needs, enabling business growth, with a direct and clear message.
- We make sure the design compliments your business' individuality; moreover, we make sure that the navigation and content are user friendly and business specific.
- We assist you with your business branding, corporate identity, business cards, packaging, logo design and various marketing collateral.
- How is your brand perception? How would you like it to be? Each branding opportunity gives us the chance to analyse the situation, in order to find the right solutions, from the current position to the future ideal.
- Our concepts start with a hand-drawn sketch, then they get digitally re-mastered and go alive online. A warm and hearty approach makes an idea - and a brand - stand out from the competitors.



Content management system

Our content management system (CMS) is easy to manage, allowing you to update anything relevant on your website at anytime.

Your Voice

- Our CMS is cost-effective and based on our clients' requests.
- Simplicity is our platforms greatest feature, ensuring that all users can operate our CMS no matter how much experience with technology they have; it is easy then, to regularly update images, videos, links or social media related content.

Instant Updates

- We make sure updates can be made in real time, thanks to our own unique CMS.
- You will see the changes instantly online; this keeps your site always up and running, so potential clients are constantly able to search, view and experience all aspects of your business.

SEO & Social Media

- You can easily update any written or visual content, Google Maps and YouTube videos to target higher search engine rankings.
- By including various social media links you will be able to reach a larger target market and keep growing your customers base.
- Our platforms are built with Microsoft technology, making it simple for anyone to use. Our technology is developed in-house, so we are able to customise it to your requests, in no time.



Customer relationship management

*Manage your product sales
with our client relationship
management system (CRM).*

*Increase awareness and learn
more about current clients.*

Get Professional

- Our strategic customer relationship management (CRM) gives you that extra element of professionalism.

Get Personal

- Send out targeted information to particular customers for certain products, so your brand awareness is always being circulated.

Send Information

- Keep clients updated with targeted information; create events, send emails and newsletters attracting your customers to new products and specials that can be interesting for them, according to their previous purchases.



Digital marketing & social media

We promote your brand through various forms of online marketing, to reach your target audience in a relevant and cost-effective way.

Awareness

- We assist you in getting your message heard by creating online awareness and optimizing your site for various search engines, increasing your online profile and driving your business online. We use social media platforms, links and social networking experience to create relevant content for your brand online.

Add to your website

- We incorporate your brand with ours, giving you links to our business and our blog.
- Our social media profile is strong and we link you to it; we offer an array of Digital Marketing options, another added benefit when joining us.
- Our CMS is designed so that your content can be updated without the need of a technical team. Our system is simple and we can guide you through the process.



eCommerce

We build brilliant eCommerce websites which promote your brand's online presence.

We make sure that you increase product sales to current clients and new customers.

We Start from Scratch

- We build individually planned eCommerce websites that are unique to your business.
- We give your image a touch of luxury, making you stand out from your competitors, we target your customers with lavish design and easy usability.

Generate Sales

- Our sites are designed to showcase your product's unique quality and timeless image.
- Your customers are able to find exactly what they desire, through the easiest navigation.
- We generate sales and increase revenue through this process, so that you get that return on investment.

Enhance your Business Potential

- We target your customers with lavish design and easy usability.
- The result of our eCommerce to your business is awareness; we sell, spread, showcase and promote your brand and give you the tools to keep it running.
- Furthermore, if you are too busy with your increased sales, we can even run your online business for you.



Why Appnova

- Appnova is committed to meeting your vision for your brand with our expertise in design and digital technology.
- We reshape your corporate identity, to amplify your message to your audience.
- We aim to empower your business; we think outside the box to find solutions to your needs, and our impact creates immense change in business growth.

Our technology

- Our technology is unique. We create our own platforms, which allow us to create your individual platforms. We don't use templates, we start from scratch.

It's Our Own

- Appnova's platform is simple compared to other platforms.
- We build each website from the ground up, based on your requirements.
- We use the best practices of web development to assure performance, speed and compatibility.

Flexible Technology

- Our platform can be integrated with existing or external systems through API's including: Google, Payment Gateways, and email marketing campaigns.
- It has been developed using Microsoft Technology.
- As Microsoft Gold Partners we receive free support and the latest versions of development tools.



Contact

- We offer a quality service that provides you with modern functions, making your business grow.
- If you would like to chat about how we could help your brand, please feel free to call us any time.

appnovaweb

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