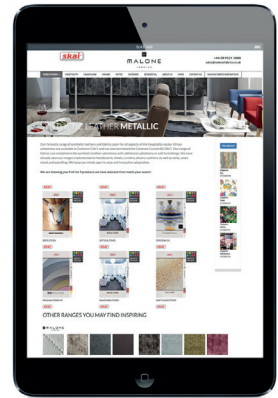
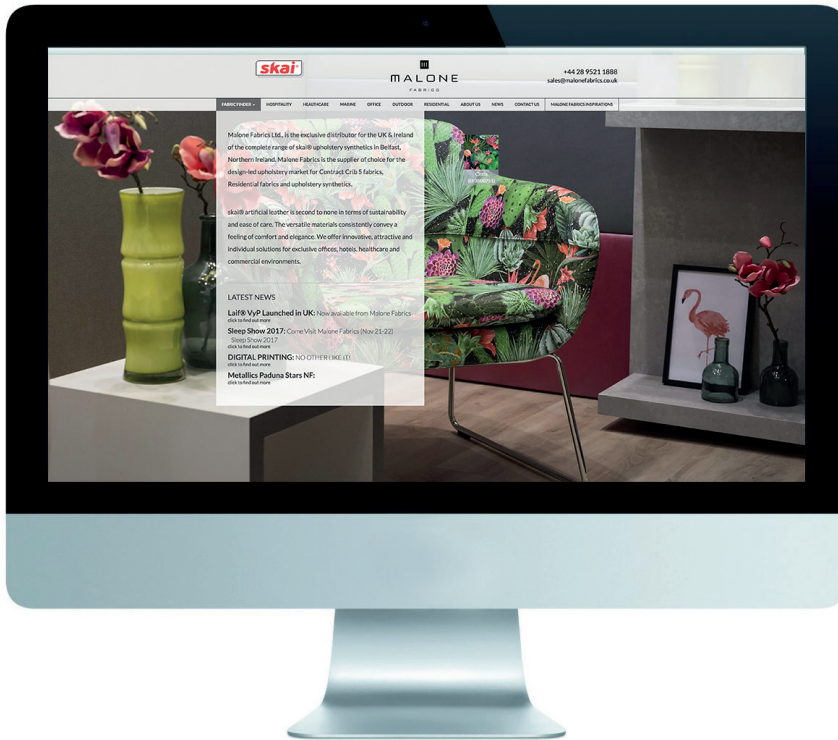




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MALONE FABRICS

THE COMPANY OVERVIEW

Malone Fabrics Ltd. is the exclusive distributor for the UK & Ireland of the complete range of skai® upholstery synthetics. Located in Belfast, N. Ireland, they are the premier supplier for the design-led upholstery market.

THE BRIEF

Malone Fabrics' existing site was "clunky" and not user friendly so Digita were briefed to develop a new site that would inspire designers, architects and specifiers and allow them to interact with the fabrics to create bespoke fabric solutions – no easy task!

THE SOLUTION

We realised from the outset that user interactivity (UI) and user experience (UX) of the new website would be pivotal and researched the creation of a bespoke fabric online system. We decided to think a little creatively and designed a mood board using the lightboxpicker system that would normally be found in Photo stock libraries. We also devised a quick reference fabric finder using drop down menu systems to make the site intuitive and easy to use.

This resulted in a website which not only looked stunning but also gave Malone Fabrics customers the ability to choose fabrics, add them to their own mood boards and to order samples directly. The system features multiple search and selection options resulting in a fast and secure UI for the end user.

The depth of thought, inspiration and design created by Digita for this website has produced a truly unique system for the modern fabric designer.

THE DIGITA INSIGHT

Steve Jobs - founder of APPLE® - once said 'People delight in good design' and we feel that we used this mantra throughout the building of this website. Creating not only a stunning look to the site but also effortless interactivity in the conceptual world of designer fabric picking. Visit www.digita.agency to find more of our case studies.