



COMEI

Bitmama has collaborated with Comei since 2007 creating the first website for the streetwear 313 brand, and managing global digital communication for the Add brand.

SCENARIO

As Add is a fashion brand targeted to a select adult consumer target, the stylistic choices for graphics and animation were designed to best represent the class and elegance of the brand, tracing the clear clean lines of the garments.

The minimalism and kinetic navigation of the site give the user a fresh, new experience, almost an artistic video installation, which guides the user in discovering an unmistakable style. The fundamental design characteristic of the Add site is dynamism of navigation.

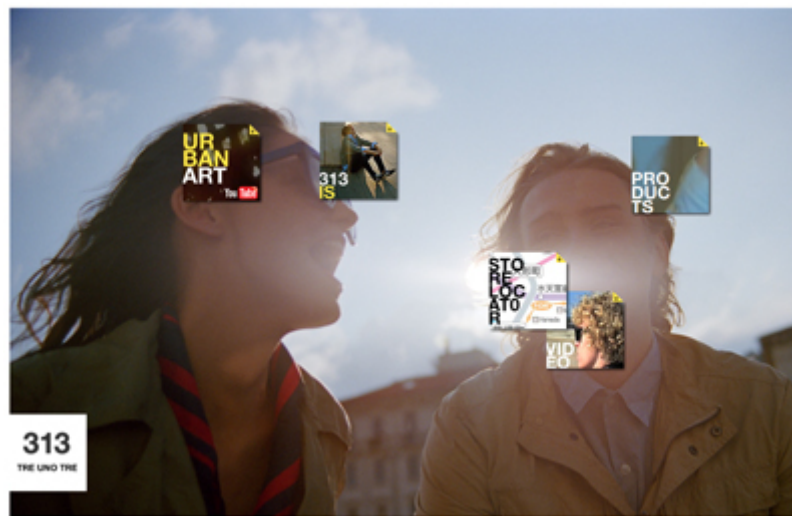


add

A treatment like the one used in the Add site involves the creation of an online window that displays the brand in a simple but sophisticated way through the study, design, and creation of the catalog and sales site for the seasonal lines.

The clean lines of the visuals and the technology used contribute to create a refined image combined with simple intuitive navigation, marked by an elegant dynamism.

Typical of the rhythm represented by the stylish point of contact with the 313 brand, an unconventional youth fashion brand, which through extensive use of video provides a strongly emotional user experience. While the two sites have multiple points of contact, they are diametrically opposed in terms of navigation style, because while Add uses a more "traditional" studied approach to reach its individual target, 313 implemented a web 2.0 user logic even in the first release of the site.



313 presents its collections by treating each product as a story, narrated through images and video tabs. Users can also comment on the products, rate them, navigate by tag and upload their own videos to a dedicated channel on YouTube.

Thanks to the extensive use of video, to the appealing graphics, and to the youthful tone, it was possible to translate the dynamism and spontaneity of the brand in a targeted user experience.

The intent was to make it possible for the audience to experience the brand and its values by discovering stories expressed through video. Following a web 2.0 logic, users are given the ability to experience a tailored space in which they are not just users, but also content producers, thanks to the YouTube channel. The multi channel approach is the new net frontier that has become an innovative way to spread brand values.

SOLUTION

To effectively communicate the brand identity of both brands, Bitmama built two technologically advanced, highly interactive sites.

TECNOLOGY.

- ADD
 - FLEX client development supported by the PRADO 3 technological

- infrastructure using SOAP.
 - Database for product, stores, and content management.
 - CMS for updates.
- 313
- Sviluppo client in FLASH supportato dall'infrastruttura tecnologica PRADO 3 attraverso l'utilizzo di SOAP.
 - FLASH client development supported by the PRADO 3 technological infrastructure using SOAP.
 - Database for product, stores, and content management.
 - CMS for updates.
- Usability and customizing
- The sites can be re-dimensioned in order to display content with optimal quality in full screen mode.
 - Images and video are high quality, according to level of detail present in all online communication.

AWARDS

Add

2nd prize Mediastars 13th Edition, Special Creative Direction Star, Concept Design, and Graphic Design Mediastars 13th Edition, Shortlist Nomination Mediastars 13th Edition.

313

1st prize Mediastars 13th Edition, Special Concept Design Star, Graphic Design and Usability Mediastars 13th Edition.



Within the Reply SpA group, Bitmama is the company operating in the field of cross-media digital communication. Bitmama takes into consideration all aspect relating to communication and for this purpose, it employs a number of different professionals who complement each other: creative, technological, accountants, analysts.

Bitmama supports its customers in the development of projects combining different perspectives and requiring a mix of creativity, skills, inspiration and know-how and offers innovative and cutting-edge solutions at all times.