



WHAT

The art direction and design of the Lanificio F.lli Cerruti website.

HOW

Through a multitude of atmospheric images, we created a site focusing on the emotions behind the brand and its products. We chose to combine this with the rich history of the company.

WHY

The most challenging aspect to this medium was to communicate the detail of the fine fabrics. We approached this by creating a visual world of images that expressed the quality and sensibility of the Brand and its products.



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