



## 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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