



PRESS RELEASE

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Designer Jewellery Web Site Launch for Cotton & Gems

Witney web design agency, Ridgeway Studios, has created a new brand identity and launched an e-commerce web site for start-up designer jewellery retailer, Cotton & Gems.

Cotton & Gems' owner, Clare Cotton, selected Ridgeway Studios to create her new brand identity from scratch and then design and develop a brand new web site to launch her business selling bespoke and highly sought after jewellery by some of the leading designers including Babette Wasserman, Lucas Jack and Julie Sandlau.

Ridgeway have created a unique and stylish brand identity for Clare using deep turquoise and green tones to compliment the jewellery and provide a rich backdrop for a range of over 500 different products. Designed and built completely by Ridgeway's experienced team of web designers and developers, www.cottonandgems.com allows Clare to take online orders and the integrated social media content allows her customers to keep track of new product additions and news about upcoming ranges and events.

Built on the Kentico CMS solution, Clare also has complete control over the web site content and the ability to add new products, news and designers without any input from Ridgeway. Online payment integration is provided through Ridgeway's own SagePay payment module for Kentico CMS. Payments from the web site are secure and automated, making it as simple as possible for Clare to receive payments and process orders.

Ridgeway's work with Cotton & Gems is by no means finished. A further phase of work to help promote the web site and Clare's fabulous products is underway with Ridgeway delivering a range of services and consultancy.

"Every aspect of the new company branding and web site is exactly what I'd hoped it would be," said Clare. "Ridgeway have done a fantastic job of interpreting the ideas I had and turning them into reality. The web site presents the jewellery really well and is so easy to use and update. To take the project from an initial idea to a fully functioning business in the space of four months has been a real eye-opener and a lot of hard work, but I'm over the moon with the end-result and I'm really looking forward to the orders starting to come in."

Simon Lassam, Managing Director at Ridgeway Studios said: "We love working with people like Clare – she had some great ideas and a lot of ambition for her businesses. We've created a brand which positions Cotton & Gems confidently in the designer jewellery market and it's been a pleasure to play such a pivotal role in the launch of Cotton & Gems. Balancing form and function, as we have on Clare's web site, is always a challenge but I feel we've created a design which shows off the jewellery ranges and designers really well. The web site should provide the foundation Clare needs to make the business a success. Now the really exciting bit of the project begins – starting to generate some top quality web site traffic and those all-important orders!"

About Ridgeway Studios

Ridgeway delivers business solutions through creative **web site design, print design and marketing services**. From our studio in Witney, Oxfordshire we offer a consultative approach to projects, matching the solutions we recommend to our clients' needs. Led by an experienced team of web professionals, the agency offers a range of services designed to support any business aspiration including marketing and search strategy planning, logo, brand and creative design, content management, e-commerce and bespoke solution development and multimedia content delivery. Ridgeway has a strong track record in helping businesses of all sizes achieve their marketing goals. Further information about Ridgeway's services and client work can be found at www.ridgeway.net.

About Kentico CMS

Kentico CMS is an affordable web content management solution providing a complete set of features for building Web sites, community sites, intranets and on-line stores on the Microsoft ASP.NET platform. It supports WYSIWYG editing, workflows, multiple languages, full-text search, SEO, on-line forms, image galleries, forums, groups, blogs, polls, media libraries and is shipped with 200+ configurable Web parts. It's currently used by more than 4,000 websites in 84 countries. The clients include Microsoft, McDonald's, Vodafone, O₂, Orange, Brussels Airlines, Mazda, Ford, Subaru, Samsung, Gibson, ESPN, Guinness, DKNY, Abbott Labs, Medibank, Ireland.ie and others. Kentico CMS is available at www.kentico.com.

About Kentico Software

Kentico Software (www.kentico.com) helps clients create professional Web sites, online stores, community sites and intranets using Kentico CMS for ASP.NET. It's committed to deliver a full-featured, enterprise-class, stable and scalable Web Content Management solution on the Microsoft .NET platform. Founded in 2004, Kentico is headquartered in the Czech Republic and has a U.S. office in Nashua, NH. Since its inception, Kentico has continued to rapidly expand the Kentico CMS user base worldwide. Kentico Software is a Microsoft Gold Certified Partner. In 2010, Kentico was named the fastest growing technology company in the Czech Republic in the Deloitte Technology FAST 50 awards. For more information about Kentico please contact Eric C. Webb, Phone: +1-603-336 6020, E-mail: eric.webb@kentico.com

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