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## Designing for a Master: Solutions unveils the new global e-tail sites for iconic Chinacraft

The Surrey online design and film making agency Solutions has unveiled the new global e-tail sites for tableware icon Chinacraft. Designed to showcase their stunning selection of tableware, Chinacraft has two online channels: the upmarket Chinacraft website ([www.chinacraft.co.uk](http://www.chinacraft.co.uk)) and the more promotional Tableware UK ([www.tableware.uk.com](http://www.tableware.uk.com)).

Both websites give Internet audiences a rich seamless experience guiding the customers through the departments, chefs, designers' sets, and brands. Selling over 20,000 china, glass, cutlery and gifts products from companies such as Portmeirion, Spode and Wedgwood with more being added weekly, the sites are aimed at an international audience with prices given in US dollars, pounds sterling and euros and the facility to shop including and excluding VAT depending on destination of merchandise. They offer worldwide shipping and will host web-only offers and discounts.

"With a range of products as beautiful and established as Chinacraft, our job was to create a design and e-commerce platform that allowed the subject to speak for itself," said James Barber, Managing Director of Solutions. "We wanted Chinacraft to have a site that reflected the craftsmanship and elegance of their products. This new work further demonstrates our ability to support some of the biggest names in the retailing sector. Solutions has ambitious growth plans and this work is a significant milestone in helping us achieve our objectives."

The elegant and contemporary designs are fully integrated with a customised e-commerce CMS solution featuring wish lists and gift registries, allowing visitors to personalise their online shopping experience.

"Solutions really captured and beautifully expressed the essence of both our brands," said Carolyn Balcombe, Group Director of Chinacraft. "The sites not only create a wonderful showcase for our products, but also incorporate fantastic e-commerce functionalities making shopping at Chinacraft and Tableware UK an even more enjoyable and rewarding experience for our customers."

### Notes to editors:

Solutions (formerly known as Harlequin Solutions) is a well established and growing online design and film making agency founded in 1989.

Solutions has five key areas of digital expertise: creative website development, online marketing, web applications, online film & 3D animation and knowledge management including Punch Content Management System (CMS), with thousands of users in the UK.

Driven as a specialist business by an entrepreneurial, commercial management team, Solutions provides a unique range of products and marketing solutions for Charities, Education, Government, Healthcare, Pharmaceutical, Leisure and Aerospace.

### For more information contact:

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