

# Web Design and Development for Luxury Jeweler

## PROJECT DETAILS

📁 Web Development

📅 Oct. 2017 - Feb. 2018

🔒 Confidential

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*"I was much more excited about promoting this new website instead of our old one."*

## PROJECT SUMMARY

Plus972 redesigned a website for a jewelry company. In addition to providing hard copies of their site designs, the team created business cards and other stationery designs.

## PROJECT FEEDBACK

The site, which was praised by external stakeholders, increased the attention given to the client's business. Patient and flexible, Plus972 maintained open lines of communication throughout the engagement. Their dedication and attentiveness set them apart from other providers.



## The Client

Introduce your business and what you do there.

I'm a VP at a company that sells precious metals and jewelry.

## The Challenge

What challenge were you trying to address with Plus972?

We hired Plus972 to design and create a new website.



**Caroline Hadjibay**  
Vice President, Andreoli Italian Jewelry



Consumer products

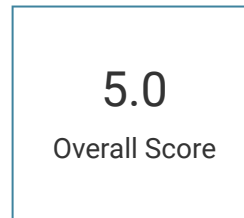


1-10 Employees



New York, New York

### CLIENT RATING



Quality: 5.0



Schedule: 5.0



Cost: 4.0



Would Refer: 5.0



## The Approach

### What was the scope of their involvement?

They designed the new site from scratch and delivered matching business cards. Reuben (Founder & CEO, Plus972) printed everything on paper to show us how each page would look before making final edits. We also received envelopes and other stationery designs.

### What is the team composition?

I worked directly with Reuben, but there was a larger team that helped him.

### How did you come to work with Plus972?

Reuben was great at promoting himself, and it just so happened that we needed a new website. We liked what he was proposing—I know him personally, and he has impeccable taste—and I felt like I could trust him from the very beginning.

It was also clear that he understood how to listen to clients well, partly because he is so patient. I thought that he would be the ideal fit for the project.

### What is the status of this engagement?

We started working together in October 2017, and the site was done in February 2018.

## The Outcome

### What evidence can you share that demonstrates the impact of the engagement?

We've received positive feedback from clients, and the site has garnered more attention for our company. I was much more excited about promoting this new website instead of our old one.





## How did Plus972 perform from a project management standpoint?

They performed well because they were so precise. We did most of our communicating through email, and the project was done quickly, within 4–6 months.

Whenever a deliverable took longer to finish, it was usually because we were busy on our end and weren't following through with needed information. Reuben was always attentive and great about sending reminders.

## What did you find most impressive about them?

Reuben did an amazing job. He was able to understand exactly what we wanted to present to our clientele and fulfilled our requirements very nicely. He would also come to our office to show us his designs in person.

My father, who is president of the company, needed more help to understand the new website. Reuben made sure to show him hard copies of images to give him an idea of what the site would look like. I keep ordering from him because he treats us so well.

## Are there any areas they could improve?

I can't think of anything.

## Do you have any advice for potential customers?

Communication is key. It's important that they understand your needs. If you're looking for a new design or a rebranding project, go to Reuben.

