

## Triangle Design

A boutique design agency specialising in retail and product display



triangle.  
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## Turning a Clients Designs into an Online Shop Window

Triangle Design is a boutique design agency that supports a wide range of brands with graphic design, 3D visualisation, product displays, point of sale material, retail environments and window displays.

Their previous website was several years old and no longer reflected the business or provided them with the online shop window they wanted to showcase their work. Technologically it gave them limited ability to make changes or add content and it didn't work well on mobile.

As a creative agency, they had a very clear vision of how they wanted the site to look but not the technical knowledge to deliver it. They were, therefore, looking for a partner that could bring their designs to life in a way that didn't compromise on creativity and at the same time gave their website visitors a memorable and enjoyable user experience.

Triangle Design was keen to make the process of updating the site clear and straight-forward for its staff. Having worked with us before, they trusted our ability to create a custom content management system using the latest technologies.

*"As a creative business, the look and feel of the website were very important to us. We wanted to work with a company that really listened to us and understood what we were trying to achieve and could help us deliver it."*

## A Collaborative Approach

Having worked with many creative agencies over the years our team knew that a collaborative approach to this project would produce the best results. By working closely with the team at Triangle Design we enabled them to bring their creative ideas to the project whilst our team here at Evergreen took care of the practical elements in order to bring their ideas to life.

## Technical Advice and Guidance

With projects such as this one, where the client has a very clear creative vision, there can often be a disparity between that vision and what is practically possible on a website. This is where our experience comes into its own. Our team is able to take the creative designs and provide advice and guidance to the clients on alternative solutions so that the resulting website not only meets the needs of the clients visually but ensures a great user experience for their visitors.

Evergreen Project Manager, Lewis, commented on the project, *"It is great to be able to work with such a creative team as that at Triangle Design to help shape their vision into a working website. We love this collaborative style of working with clients, it makes us more creative ourselves as we look for ways to bring their designs to life."*

## Delivering what we wanted and more

*"We are really pleased with the final website. The Evergreen team were great to work with. They listened to what we wanted and then gave us practical advice on how to achieve it online. They provided suggestions and gave advice on areas we hadn't even considered so that we could ensure our website delivers what we want – a great platform to showcase our business and work."*

**Jules English, Director**

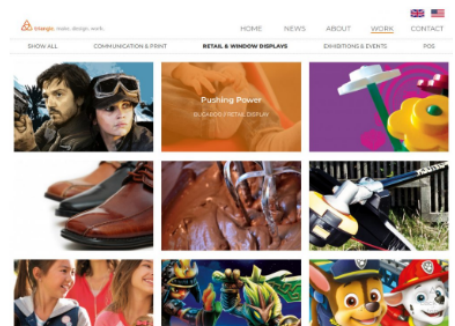
Click here to visit  
[www.triangledesign.net](http://www.triangledesign.net)



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