



www.dorich.com

ChinaClick's creative solution to attracting the customer attentions for Dorich

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About Dorich:

Dorich International Trade Company is a young team with energy, passion, ambitions. You can find them in Paris, Malian, Shanghai, and all other charming city. The company is focus on jewelry & plastic frame, frame accessory, candle and other fashionable things, which is popular in Occident.

Client Requirements

The goal was to create a visually appealing website presence of Dorich's culture and products. The new site allows its users to navigate around easily. Eventually, visitors will be able to value company's quality and service. Factors such as browser compatibility, different computer configurations, bandwidth and speed of Internet connections were all taken into consideration in the design.

The Challenges

The challenge was ensuring that the website appealing that is not only attractive but user-friendly reflecting Dorich's passion for communication, innovation and customer commitment. For successfully attracting the customers, it is difficult for your website designers to create the web pages in the way that not only pleasing and aesthetic, but flexibility and efficiency of use.

The Strategies and Solutions

Creating a unique, stylized website for any artist is a challenge. Not only must the interface act as a beautiful frame, but it has to compliment the showcased work in a functional and sophisticated way.

ChinaClick's creative solution for Dorich is by considering "wow" factors (shock and surprise at the first glance). It creates instant powerful statements that reflect quality, artistry and professionalism through it use of linear structure, subdued homogenous colors and space.

Samples

