

# Case Study

## Cotton & Gems

[www.cottonandgems.com](http://www.cottonandgems.com)

## Ridgeway

### Industry

Jewellery, Retail

### Partner

Ridgeway  
Two Rivers, Witney  
Oxfordshire  
OX28 4BH  
United Kingdom  
[www.ridgeway.net](http://www.ridgeway.net)

### Adele Button

Marketing Manager

*“Every aspect of the new company branding and web site is exactly what I’d hoped it would be. Ridgeway have done a fantastic job of interpreting the ideas I had and turning them into reality.”*

**Clare Cotton,**  
Owner,  
Cotton & Gems

## Goals

Ridgeway were approached by Cotton & Gems founder, Clare Cotton, when she was in the very early stages of business planning. Clare needed an agency that could help her firm up her initial ideas and create not only an ecommerce web site through which she could sell her jewellery, but also a brand identity that her target audience could identify with.

As a start-up, the solution needed to be affordable, have strong search engine optimisation and social media integration credentials and be scalable such that it was able to expand as the business grows.

## Challenges

- The web site needed to reflect the client’s design values
- Over 500 products from eight exclusive designers
- Competitive market requiring extensive supporting content
- Integrated CMS and e-commerce capability was essential

## Solution

We worked with Clare to establish how she should position herself in her market and what her brand values would be. We also helped her understand the different ways the web site, editorial content and social media tools could help her launch and promote the web site.

We then set about designing an elegant logo, supported by strong brand colours and bespoke debossed business cards (which look great, even if we do say so ourselves).

The web site itself was built using Kentico CMS with integrated e-commerce and online payments taken through SagePay. We provided Clare with training in how to enter products and other content. Like every aspect of her brand, the web site design reflects the high-quality products and personal service which Cotton & Gems offer.

The Kentico ecommerce web site now features more than 500 products, including several exclusive ranges not available for sale through other online retailers. The first orders were taken within days of the web site launching and the site, brand and business cards continue to gain positive feedback and remarks as Clare begins to publicise and grow her fantastic business through social media, PR and other channels.

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"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. By delivering the web site on Kentico CMS, Clare has the web site and marketing tools she needs to make the business a success."

**Simon Lassam,**  
Managing Director,  
Ridgeway

## Key criteria for selecting Kentico CMS

- Low licence cost
- Integrated e-commerce and CMS capability
- Extensive range of 'out-of-the-box' functionality
- Strong search engine optimisation credentials
- Simple to use, understand and update

