

## Currey & Company Launches New Website

Currey & Company debuted a new ecommerce website in March, representing a significant investment and progression in the company's online strategy.

Designed to serve interior designers, retailers, and other trade customers in a more streamlined, easy-to-use format, the site also celebrates the beauty of the company's extensive product line with an intense focus on imagery.

"We have put a lot of effort into creating a streamlined, elegant ecommerce platform that meets our customers where they are," said Jenny Heinzen York, vice president of marketing.

Some new features and highlights:

- Showroom availability by product. Interested in seeing a piece in person, the new site will direct you to our trade showrooms where the piece is on display.
- Retail price and stock levels available before login.
- A new Favorites tool that is available pre-login, so designers can share the site with their customers without accessing trade pricing.
- A freight rate calculator, so there are no surprises at checkout.
- Streamlined registration/application process that moves customers through our system more quickly and allows them to revisit and track an application status.
- Easier check-out and the ability to save multiple credit cards in a wallet.

"We have put a much greater emphasis on our photography, reshooting, re-cropping, and investing in more angles so that our customers feel confident in what they are ordering from us. A cool zoom feature helps to highlight the fine details and finish-work that we are known for and helps to convey the value of what we create," Heinzen York said.