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Currey & Company Launches New Website

We at Currey & Company are quite accustomed to paying attention to our brand image. After all, we put an inordinate amount of energy into refreshing our showrooms before each Market, introducing our new releases and giving visitors a new way to think about decorating with our tried-and-true bestsellers. Two years ago, we decided to take that attitude online when we began the process of creating a new website that would serve design enthusiasts and customers in a more comprehensive way while reflecting the same focus on beauty to which we are dedicated in our physical spaces.

Many, many hours were spent on research, focus groups, surveys, and meetings to determine the best way to keep the website design beautiful but still prioritize user-friendly functionality. This project would not have been possible without the feedback and expertise of staff in every department at Currey & Company and feedback from customers.

The goal with the redesign of the website was to give the Currey & Company brand and online presence a major update while still feeling familiar to the large, long-standing customer base. The website was designed to be accessible and simple without diminishing what makes the products special.

With over 1,600 distinctive products, the task of developing all of the required and additional product information was monumental. Access to resources about the company along with policies and special programs are all on the site. Detailed product filtering capabilities and up-to-date checkout processes are all upgraded to a 2019 standard.

www.curreyandcompany.com

