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ploom

Ploom Showcases Online Elegance for Giordano Timewear Distributors

Designs Sparkling New Website for Asia Pacific Fashion Leader

Providence, RI. – January 24, 2007 – **Ploom** (www.ploom.com) has designed a stunning new website for one of the Asia Pacific region's most famous fashion brands -- international fashion watch brand **Giordano Timewear**. The beautiful new site can be viewed at www.giordanotimewear.com and provides a refined and stylish showcase for distributors of Giordano's internationally acclaimed line of urban timepieces.

As designed by Ploom, Giordano Timewear's new site reflects the clean lines and dramatic contrasts so famous of the brand, and is also simple and easy for users to navigate. Through a beautiful series of seamlessly linked Flash pages, the sleek elegance of the Hong Kong-based Giordano brand has been brought online in a brand-new and sophisticated way.

"Designing the new Giordano Timewear distributor site allowed us to translate the aesthetics of one of the world's best-known timewear brands into a beautiful and modern online space that was also easy for distributors to navigate," comments Ploom founder **Haig Bedrossian**. "The new site provides a fitting backdrop for Giordano's fashion timewear pieces, and showcases the modern sparkle and elegance of its products."

Working under client **Vishal Tolani**, Director Solar Time Ltd., the Ploom team included **Haig Bedrossian** as Creative Director, **Jesse Lynch** as Designer, and **Andrew Chernosky** as Flash Developer, using such tools as *Illustrator CS2*, *Photoshop CS2*, and *Flash*. The new site by Ploom provides a perfect virtual setting for the Giordano Timewear pieces, as rich earth tones evoke a warm feel, while the dramatic images and deep contrasts



emphasize the brand's clean, modern design aesthetic. This approach also ensures that the award-winning Giordano timepieces are always the primary focus, as Men's and Women's watches, in a superb selection of brands and styles, shine against the site's clean lines and backgrounds.

"One important goal for us here was to bring Giordano's elegant aesthetics from the consumer level and into the new site for distributors, extending and reinforcing their brand into new channels," adds Bedrossian. "Giordano distributors expect high quality -- whether from a watch, or a web experience. They want to see each timepiece in clean, clear detail, to understand its specs, view its SKU, and to be able to easily order a batch of watches. The new site does this with ease while providing a fitting showcase for Giordano's gorgeous watches."

The new site not only showcases an impressive selection of timewear products, but also provides an arena for Giordano Timewear to provide agent information worldwide to distributors, to promote recent news, and to enable sellers to contact the company at its Hong Kong headquarters, if needed. In addition, the new site also provides a secure, password-protected section where distributors can access a special area in which to download promotional materials, posters, images, and other valuable marketing materials in support of the Giordano brand.

about giordano timewear

Established in 1981, Giordano is one of the most well-known and established fashion brands in the Asia Pacific region, employing over 11,000 friendly staff with over 1,700 shops operating in 30 territories worldwide. Their vision? To be the best and the biggest world brand in apparel retailing. Their mission, meanwhile, is to make people "feel good," and "look great."

For more information on Giordano Timewear, please visit

www.Giordanotimewear.com.

about ploom

Through his acclaimed visual communications and design office **Ploom** (www.ploom.com), designer **Haig Bedrossian** is known for providing creative design, branding and identity solutions and integrated marketing for a rich variety of media. The studio



(whose unique approach is referred to as “plooming”) works seamlessly across different media to create a complete visual communications strategy, designs differentiated brand communications, and creates the brand proof and visual triggers that connect to an audience and create a meaningful experience. In accomplishing its magic, Ploom's creative tools include such equipment as a Macintosh G5, as well as such programs as *AfterEffects*, *Illustrator*, *Photoshop*, and *Macromedia Flash*.

Ploom offers design services for companies of all kinds, including Identity (*Brand Strategy, Visual Identity, Graphic Standards, Launch Communications*), Print (*Stationery, Marketing Collateral, Advertising Design*), Motion (*Channel Identity, Show Opens, Motion Graphics*) – and more. The company has created visual strategies for small brands and large, including such names as **Truth, Powderhouse, Oxygen, 13th Street, Upromise, and Fidelity Investments**. Ploom continues to break new ground in the field of design, and the company’s ongoing investigation into new forms of visual communication and creative expression promises results that are provocative and compelling.

about haig bedrossian

The founder and creative spark behind **Ploom**, Haig Bedrossian is an acclaimed brand strategist and creative with over 10 years of professional design experience in Canada and the U.S., and who has used his work to create the faces of a rich variety of entertainment, consumer product, and institutional clients. Before founding Ploom, he worked as a Design Director for such companies as **Hatmaker** and **Razorfish**, as Art Director for **Bravo Canada**, and as lead designer with **Interbrand**. Over the years, he has worked seamlessly within branding and identity design, broadcast design, print design and interactive media, designing everything from broadcast identities to logos to websites. He has designed the visual identities for such immediately recognizable brands as **Upromise, Oxygen, Truth Consulting, Powderhouse** and the popular European television channel **13th Street** for Universal Television, among many others.

A gifted artist and creative on a variety of media fronts, Bedrossian has won a variety of awards for print design and screen design from **The American Institute of Graphic Artists, Graphis** and the **Graphic Designers Association of Canada**. His short film *Organized Chance* was screened at **The Museum of Fine Arts Boston, Harvard University**, and at **Underground Film Revolution (Boston)**. He holds a B.A. in Visual



Communication Design and Animation from Ontario College of Art & Design (OCAD), Toronto, and also received an MBA in Design Management from the University of Westminster, in London, U.K.

To speak with Haig Bedrossian directly about Ploom or his recent project for Giordano, please e-mail [**Haig@Ploom.com**](mailto:Haig@Ploom.com) or call **(401) 273-7070**.

Meanwhile, for further press releases, pictures, design samples, or PR materials on Ploom or Haig Bedrossian, please call publicist **Angela Mitchell** at **(904) 982-8043** or e-mail [**Paramitch@aol.com**](mailto:Paramitch@aol.com).

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Giordano Timewear

Ploom Project Credits

For Ploom

Haig Bedrossian, *Creative Director*

Jesse Lynch, *Designer*

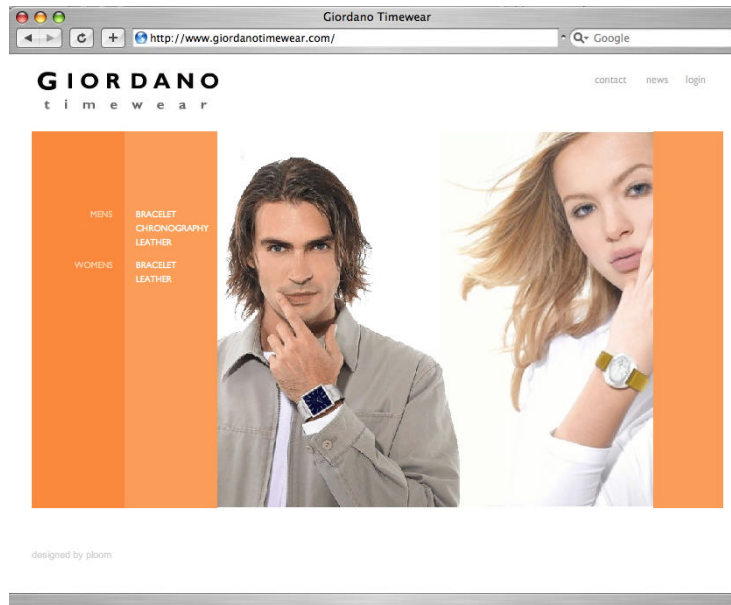
Andrew Chernosky, *Flash Developer*

For Client

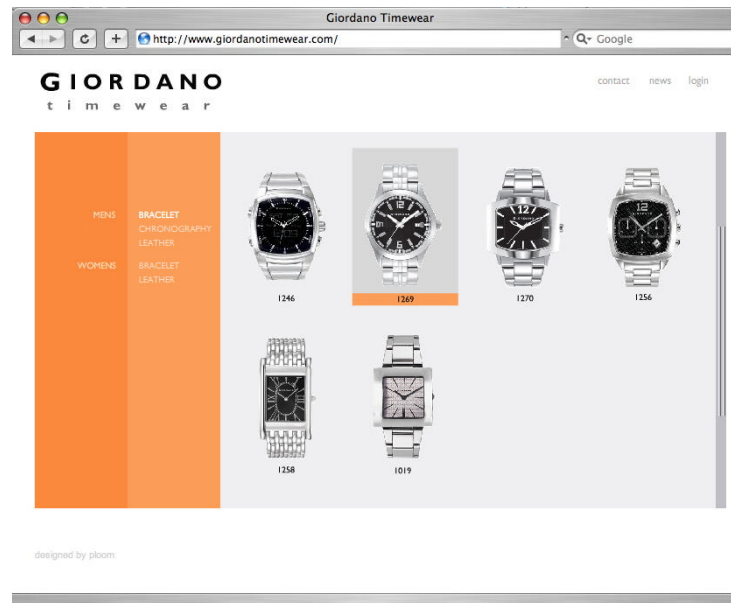
Vishal Tolani, *Director, Solar Time Ltd.* (a partner of Giordano Timewear)



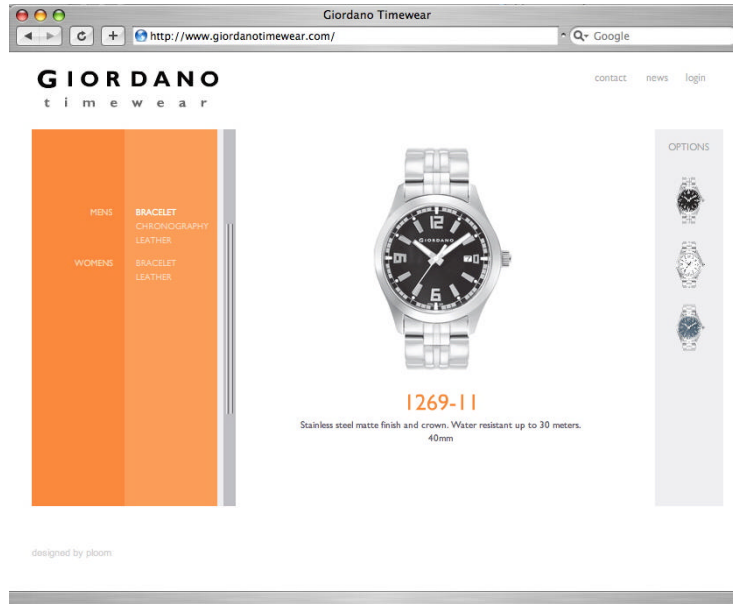
Giordano Timewear *Distributor Website Design from Ploom*



(above) Ploom brings sleek elegance, clean lines, and sophistication to the new online distributor presence for Giordano Timewear.



(above) Ploom's dramatic images and deep contrasts emphasize the brand's clean, modern design aesthetic.



(above) Ploom's new site enables distributors to see each timepiece in clean, clear detail, to understand its specs, view its SKU, and to be able to easily order a batch of watches -- all while providing a fitting showcase for Giordano's gorgeous watches.



(above) Ploom founder and Giordano project Creative Director, Haig Bedrossian