



International Collection - Website Redesign

internationalcollectionoils.com

Client: International Collection

Agency: QNY Creative

International Collection is the premium specialty oil brand of AAK International Ltd, one of the world's leaders and innovators in the field of oils and food ingredients, which operates a dedicated production facility for its specialty products, designed to meet and surpass the most stringent standards required by the world market.

In their journey of positioning themselves as a premium, high-quality oil brand, International Collection approached QNY Creative to create a visually appealing and captivating website to reflect the brand's identity and personality.

The primary goal of the website redesign was to visually align with the brand's core values- being a global inspiration for sophisticated home chefs with an extensive range of world-class quality specialty oils and ingredients, in an educational and fun way. Modern, stylish with a luxury touch- inspired by packaging elements such as the watercolors, and easy navigation became core elements of the design. Throughout the website, QNY focused on emphasizing the wide range of products, their qualities, and use cases.

Through the usage of high-quality imagery and stylish and unique recipe creations, QNY aimed to deliver visually appealing content that conveyed the brand's story and to capture and inspire the users.

By merging aesthetics and functionality, QNY Creative successfully relaunched International Collection's website, improving on showcasing the brand's identity, versatility, and premium, world-class quality.

Credits

Creative Director: Ezio Burani

Art Director: Ana Camero

Graphic Designers: Patricia Gonzaga, Ilya Volgin



Chief Marketing Director: James Ferranti
Strategy & Project Management: Marijke Thielen
Copywriter: Maya Saltzman
Web Developer: Edison Jimenez
Client/Marketing: Rachel Neale & Ameer Majidi
Marketing: Shirley Klose & Pepper Bynum