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CLIENT NAME

Adil Işık

PROJECT NAME

adilisik.com

SERVICE TYPE

Interactive - Web Site

CREW

Evren Inanc, Project Manager

Aydincan Ataberk, Creative Director

Emre Sel, Art Director

Emre Erkmen, Flash Developer

Tolga Kilic, Coder

Duygu Ismailoglu, Client Manager

PROJECT DURATION

40 days

LIVE SINCE

15.08.2008

TECHNOLOGIES

Flash, PHP, HTML

Client Background

Adil Isik is one of the biggest players in Fast Fashion market in Turkey. Brand differs from other competitors with it's courageous and sexy lines. The brand has got a subbrand named adL as well, targeting teenagers.

Since its establishment in Turkish read-to-wear garments market in 1992 Adil Isik has made a principle of determining its entire future strategies, targets and vision in line with the global trends which go through a keen global competition in the midst of technological advancements and the information age. And simultaneously, the Company targets full institutionalization and ensure a more effective communication. Today Adil Isik has 80 shops in Turkey, and over 50 shops worldwide.

"Operating in a market where the textiles and read-to-wear garments trade amounts to US\$ 360, Adil Isik truly believes in capturing success with our uniquely designed quality products, well qualified human resources and corporate culture." says Mr.Adil Isik, designer and founder of the brand.

Another important difference of Adil Isik is it's holistic approach to the brand communication in order to accomplish their targets. Everyone in Adil Isik, from sales points to the management is aware of their vision and is eagerly working to make it real. "We believe in the internet and it's rich opportunities, and how important it is in order to reach our goals" says Mrs.Gulcin Uysal, brand manager of Adil Isik.

As a market necessity Adil Isik renews it's collections twice a year. Designing brand new web sites for 2 brands in every 6 months is a real challenge and fun for us.

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What they wanted?

The main objective of Adil Isik was and is always to improve its brand positioning and continuously increase its brand recognition with the variety and modernism of its designs.

Adil Isik's primary purpose is to offer its high-quality and rich product ranges over reasonable prices to its customers in the countries that it maintains or plans to initiate business and to become a global brand by mirroring its success in Turkey towards the foreign countries.

In order to achieve to their targets they knew they needed a creative and innovative web site which will differ from their competitors'.

They needed a web site which would not only display their latest collection but will also help to build and emphasize their brand communication.



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What we did?

adilisik.com

We started by preparing a client survey and running it along Ail Isik shops on a group of shoppers. Survey showed us that Adil Isik customers are not advanced technology users and are more interested in the products than the user interface and experience of the web site. So we decided to design a site which its navigation would be driven by a basic interface.

As we lowered the importance of the interface we decided to highlight the products as much as possible by including every possible bit of information related to a product, like to add a catwalk video per product.

Another requirement to be fulfilled by the design was to give the feel of the related "fashion season" which always consists of 2 yearly seasons, Spring-Summer and Fall-Winter. Our design provided an easy to apply season feeling background for the web site without changing all the infrastructure.

Previous versions of the site included multimedia materials like screen savers, wallpapers, e-cards as well in order to conduct customer loyalty.

Corporate Site

A company with around 200 shops worldwide and over 3.500 employees needs a well organized, fully operation oriented corporate sub-site as well.

We built a corporate web site in 3 languages with a neutral design and which will last for several years unlike the collection sites. Today corporate site of Adil Isik serves in order to publish press releases, to handle HR and franchising applications and to keep up with live corporate data.

The Kitchen

One real challenge in working with a fast fashion client is the deadlines. Although the concept of the collections are designed almost 1 year ahead, the production of the collection and photo shoots are made only 1,5-2 months before the season.

"The real challenge in working with Adil Isik is not designing and producing an astonishing site on every season change, but to do that in 1 month." says Mr.Aydincan Ataberk, Creative Director of the project.

Pictures of models, videos of backstage and cat walks are always retouched by a professional inhouse Adil Isik team. This operation takes weeks and outputs high resolution TIFF's forcing material delivery to be done physically via DVDs. Which has a time cost in such a shortly deadlined project.

Our design process don't have enough time to wait for the finished materials so we always start making the design with raw images, almost finish the hall site with those materials and apply retouched versions later.

Lots of batch processes run in the background for data transformation from excel sheets into XML files, high resolution TIFFs into well optimized JPGs, DVD videos into flash.

Another challenge in the project is the trilingual structure of the site. Every page, every product info sheet, every form has to be prepared in Turkish, English and Russian.

"Especially Russian is a nightmare for a developer." says Mr.Emre Erkmén, developer of the project.

The main site is prepared in Flash using a framework built especially for Adil Isik with the start of our cooperation. We preferred to make an HTML area which has to be updated frequently with press and media appearances, new products, campaigns etc.

Despite of all those challenges no deadlines were crossed for 2 years in 3 project we ran together and we could always launch the new sites on time. Adil Isik project team also deserves an applause because of their devoted pace and effective cooperation.



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After Math

Working with the same client on several projects has got a very valuable asset: Gathering user data and being able to interpret it. Before starting the design of the third Adil Isik site we included data interpretation step into our design management process.

We had 2 different kind of data; the data we obtained from online newsletter subscription form and the user navigation behaviors. Adil Isik newsletter subscription form was a surprise to us. Although the only mandatory fields to be filled were the name and e-mail fields, 90% of the users filled the hall form giving answers to all of our questions like which TV channel they have been watching, what was their monthly earnings or what kind of products they would like to see in Adil Isik shops.

Data interpretation showed us clients were very open to online campaigns, were very transparent when it comes to brand loyalty. They seemed not very interested in gadgets like screen savers, wallpapers, but were willing to hear everything new from Adil Isik.

So the third site of Adil Isik were stripped off gadgets and resources are directed to 1 on 1 customer relations.

Compared to previous Adil Isik brand position, today the brand moves towards its targets in a consistent and self aware walkthrough. And their internet communication has a big portion of success in this journey.