
Need help and advice re new website

Posted by heroes - 2008/02/20 09:42

I have just launched a website devoted to selling unwanted new and nearly new designer and premium brand samples and converting them back into cash on a shared profit basis.

I need help in raising awareness of the site and would appreciate any suggestions

Check it out at www.heroesandroses.co.uk

Re:Need help and advice re new website

Posted by holbee92 - 2008/02/27 14:26

I looked at your website and i like the layout and the modern colours.

Maybe if you had models wearing the clothes it would look more professional. Other than those small suggestions. It looks great!

Holly Baker

Re:Need help and advice re new website

Posted by heroes - 2008/02/27 16:20

Hi Holly

Your comments are much appreciated. I agree that models would present the clothes look better - the only problem is that the clothes sizes vary quite considerably. which would mean a suitable range of models of course. I do aim to improve the level of photography down the track which will improve presentation level.

I'm also concentrating on refreshing the range regularly - new items coming soon!

Thanks once again for your input

Michael

Re:Need help and advice re new website

Posted by eFABE - 2008/02/28 00:06

Dear Michael,

I love your website, it looks great.

I agree with Holly about the clothes would hang much better on a body and would show them of really nicely.

Something I have learnt while taking photos of my own products, white card which you can buy from W H Smith for only 75p would be a good background for your accessories. Also, I found using spot lights with bulbs 100w pointed behind the subject will lighten the background to show off the subject more and with a flash might work well.

Good luck, it's a great idea.

Let me know if you would like to exchange links with my site www.efabe.co.uk

Bella

Re:Need help and advice re new website

Posted by efabe - 2008/02/28 00:09

Sorry, forgot to mention a way to make the clothes look more fitted on the models dummy, pin them at the back to take

up the slack of the material.

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Re:Need help and advice re new website

Posted by heroes - 2008/02/28 08:55

Hi Bella

Thanks for your advice - really appreciated. The nature of the product means that each item is an individual style and size and therefore organising a model for each item isn't practical - although I agree they would look better on a model rather than a bust form.

Your idea re the photography is excellent and it's something I will definitely look into.

I checked out your site and it's very interesting. My wife is a clothing designer (hence where a lot of the items come from - our friends in the industry) and she's launching a new top-end range towards the end of March - check out www.novamio.com - coming soon! I will pass your link onto her - your product might be of interest to them.

Talking of links I would be more than happy to swap. I am adding that option to my site so it would be mutually beneficial.

By the way my wife did the phone bling and the handbag bling - I'm sure that she will love your product.

Thanks once again for the input

Michael

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Re:Need help and advice re new website

Posted by eFABE - 2008/02/28 18:51

ooh yes, I submitted my email address!!

Looks very interesting, I will have to wait until the 10th March to find out what the new website holds in store.

I will contact you via your website re: exchanging links.

Regarding the lighting suggestion, I put the spotlight bulbs in the bendy table lamps you can get, mind you, they get very hot, so turn them off until you are ready to take the photo!!

It is good to know you feel your wife could be interested in my products, I look forward to hearing from her when possible, fingers crossed.

Good luck and chat soon.

Bella

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