

# WEBSITE REDESIGN

## Brand : Prema Florence Isaac

Fashion designer Prema Florence Isaac runs an atelier in Auroville, Tamil Nadu. The existing website is designed with an aim to create awareness regarding the designer, her work and the crafts that she works with - Tangail and Jamdani.

## Problem Statement

The website is designed in documentation format and lacks emotional element. The look and feel of the brand is absent. Excessive text and multiple links create confusion. There exists no harmony in the visual language of the website.

## Process

The process of redesigning involved the following steps:

- Heuristic evaluation
- Reference website
- Card sorting
- Task analysis
- Information architecture
- Grids and margins
- Color palette
- Typography
- Wireframing
- Screens and mock-ups

# PREMA FLORENCE ISAAC

Art ▾

Women ▾

Men ▾

KidinMi ▾

Scarves ▾

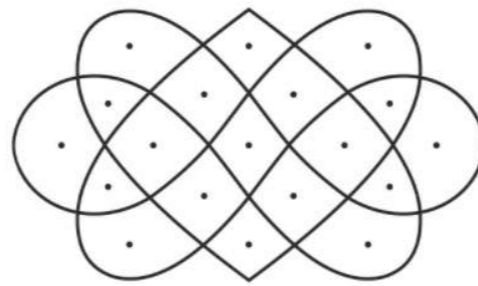
Shop ▾

About ▾

## What's New



We are sharing some pictures we recently received of [the morning Pranayama sessions](#) at the atelier.



Since 1999

We are fi  
online. W  
[few of ou](#)  
[shirts...](#)  
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What's New!

About Us

Visit Us

Inspiration

**My Journey**

» Auroville

» Odissi 2 Salsa!

» The Atelier

» Rang = Colour

» Tangail Traditions

» Treasure Trove

» Art Wear

» P.F.I. Tangail

» Evolution

**Atelier Tales**

» Pranayama

action button  
POOR NAVIGATION



**FabricArt T-Shirt - A one-of-a-kind T-Shirt for that unique individual.** It features a chest panel that is one of my numbered Tangail Art collages.



**Tangail A**  
ago, I sta  
[one-of-a](#)  
[numbere](#)  
using bor  
**Treasure**

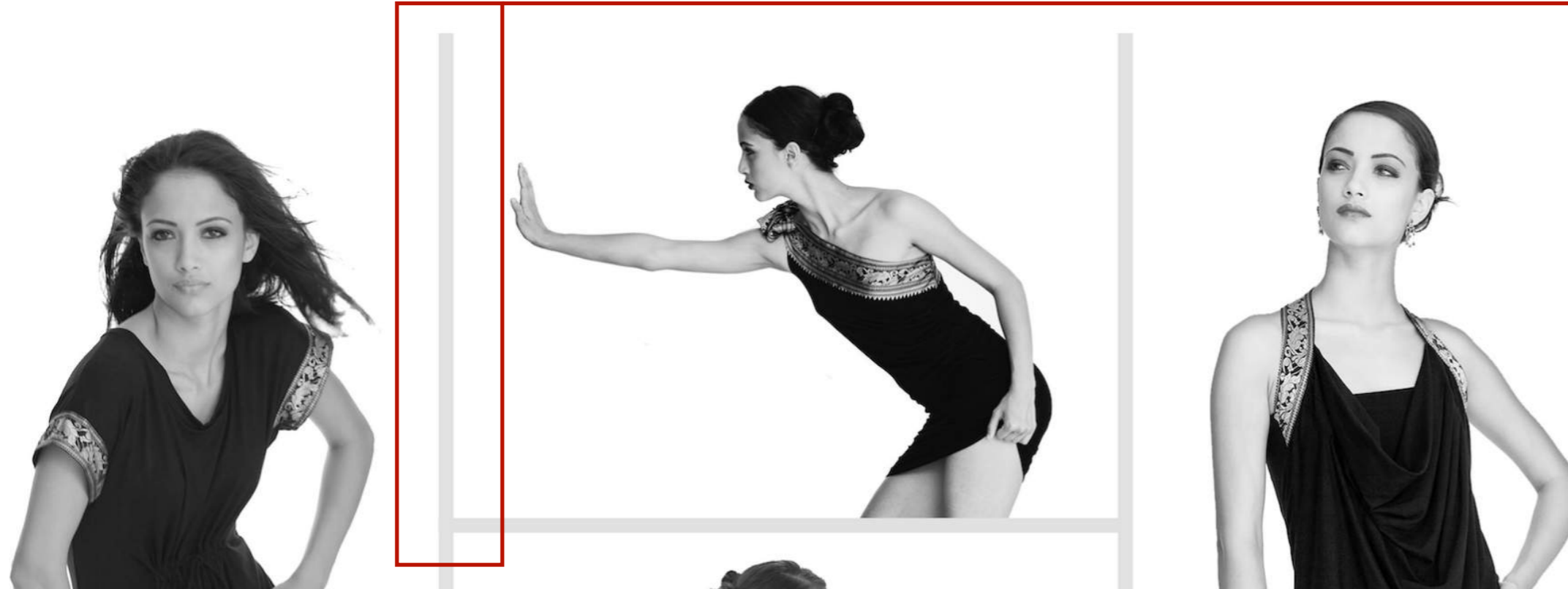
## About Us







For more than a decade, I have been traveling to Bengal to collaborate with the artisanal Tangail communities outside Kolkata. I **commission custom fabrics directly from the weavers**. These textiles, designed at my Atelier, require the most technically demanding weaves, the finest yarns, and the most refined colors. This **challenges the weavers to produce their most beautiful work**, all at fair trade prices. I believe this is the most sustainable way to keep their tradition alive.



different colors for collage borders  
NON-UNIFORMITY IN VISUAL LANGUAGE



## Recent Features



**The Rangoli Journey**  
Over the years, I have told [this story in bits and pieces to clients and friends](#), who kept asking why it wasn't on the website.....



We used to have a "Look of the Month" feature a while ago. We are re-starting it, as a more spontaneous [Look-of-the-Moment](#) - whenever the stars align :).



The **It's Magic** collection of colourful, **reversible** children's garments in 100% Voile de Cotton



After 10 years on the drawing boards, I'm finally ready to launch my [new kids' label!!](#) - **KidinMi**

broken grid  
ALIGNMENT



**Holy Days Reboot** - A multi-layered boho re-imagining of our classic one-of-a-kind line of sari-based **ArtWear**.



... and now for something completely different. I've never done a Men's necktie before! Here it is - the [Kagera Tie](#)



The **Vagabond**: A



**Summer Dreams** - A



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My Journey - Odissi 2 Salsa!



pixelated imagery  
POOR IMAGE QUALITY

From early childhood on, I have been in love with movement and dance. I studied ballet, jazz, and contemporary dance, with resident and visiting international dance teachers. I also studied the classical Indian dance forms of Bharatnatyam and Odissi with the best local teachers of gurukul lineages.

As a teenager, I dreamt of auditioning with the great dance companies that had inspired me: the Bejart Ballet Lausanne and the Martha Graham Dance Company. I never went fully professional, but if you look carefully, you'll see me in several of the Bollywood-style ensemble dance sequences in Jackie Chan's "The Myth" :-).

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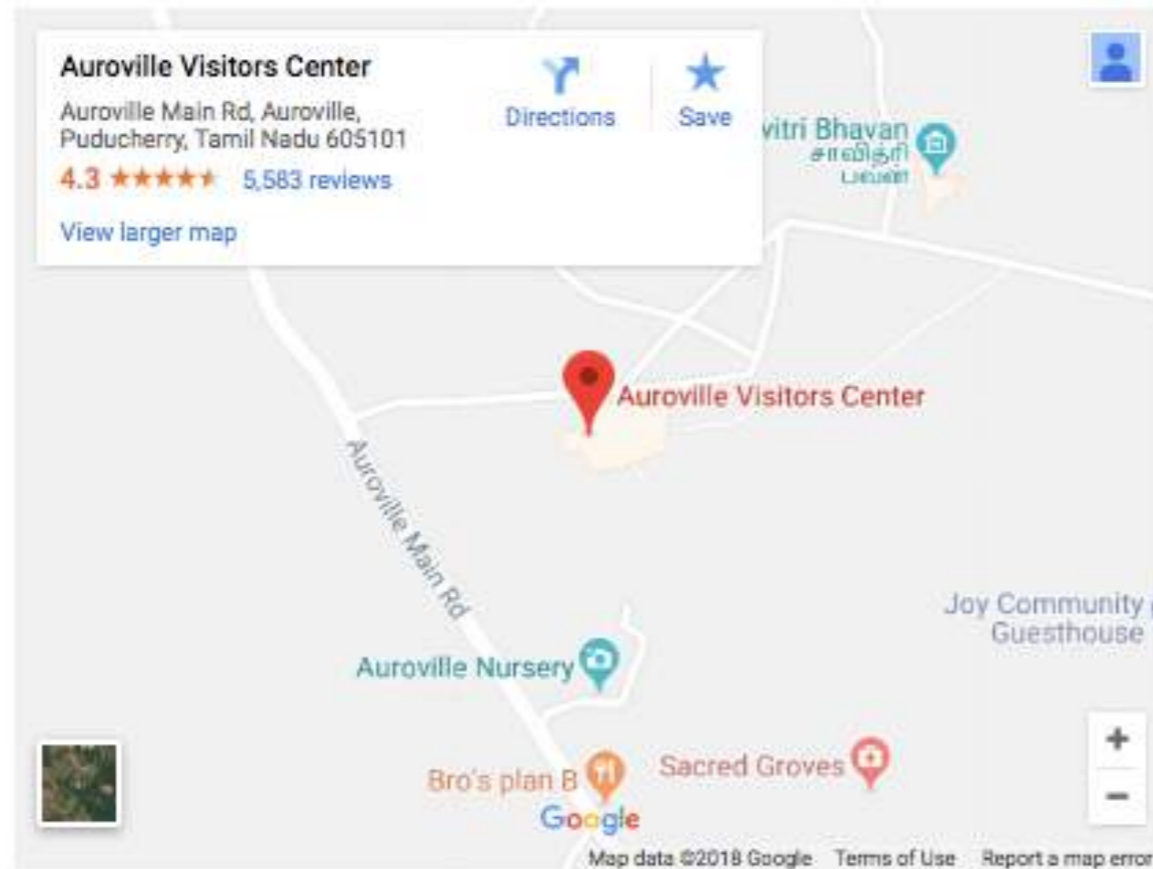
[Art](#) [Women](#) [Men](#) [KidinMi](#) [Scarves](#) [Shop](#) [About](#)

## Visit Us

At the present time we have 2 locations in the Auroville / Pondicherry area where you can view our creations.

### La Boutique d'Auroville

La Boutique d'Auroville, located at the [Auroville Visitors Center](#), has been our primary retail outlet since 1999. Most of our collections are available here, including **Holy Days**, **Happy Everyday**, **Vagabond** and **It's Magic!**.



Map of Auroville Visitors Center

### Rangoli Atelier

Our atelier in Auroville also has an on-site boutique to showcase our exclusive ranges **Another Way** and **Summer Dreams**. Since this is our workshop and not a conventional retail location, we are not set-up to cater to casual shoppers. It is really only for those who are already committed to our creations!

For the committed client, visiting the atelier affords an opportunity for a personal consultation with our designer Prema Florence Isaac. You can experience the luxury of bespoke tailoring as we customize our designs to your measurements. You will get a unique designer garment that fits perfectly and incorporates your preferences in fabric, colour, pattern and embellishment. Observe the process of creation as your garment goes through the stages of artisanal manufacture in front of your eyes!

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repeat information  
TEXT HEAVY



## FabricArt T-Shirt



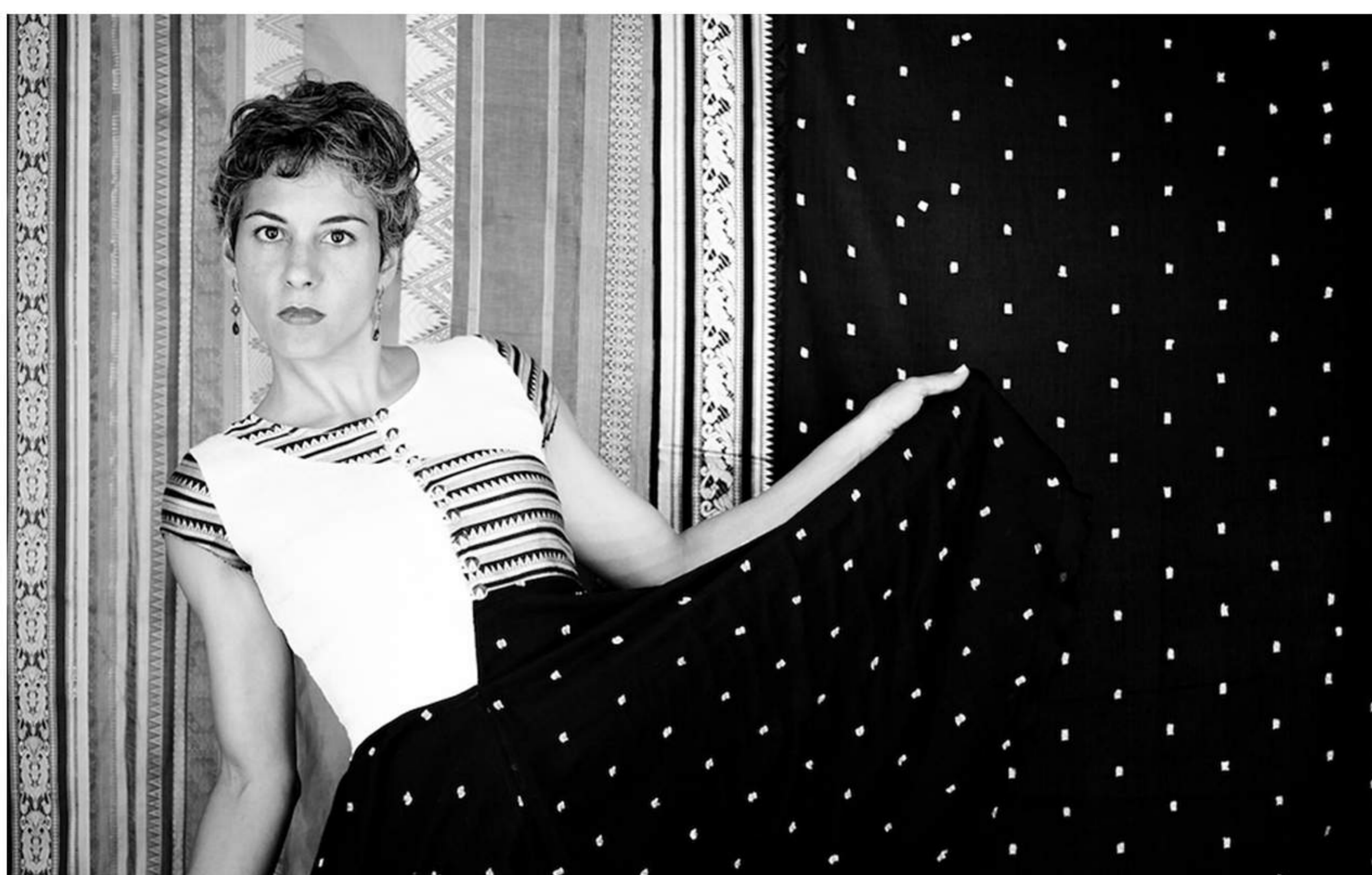
The perfect gift for that **unique** individual! A T-shirt with a chest panel that is one of [my numbered Tangail Border Collages](#), a one-of-a-kind work of fabric art. Each panel is handmade, unique and exclusively yours!



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no harmony in imagery  
VISUAL AESTHETICS





EST  
1999

REINVENTING TRADITIONS

PremaFlorenceIsaac designs one-of-a-kind spring/summer couture. The designer values the craft of Tangail and Jamdhani and sees a potential for it to be adopted in creating fashion for a contemporary lifestyle.



FIND US ON ETSY





## THE DESIGNER



Prema Florence Isaac, of French origin, has grown up in Auroville – a spiritual community in India which draws cultural influence from all over the world. Since her early years, she has been inspired by her diverse surroundings which have reflected on her designs. Her garments allow easy flow and movement, derived from her passion for dancing.

While travelling to Bengal, Prema came in contact with the artisans of the Tangail community. Their exquisite work impelled her. Drawn to the diaphanous, textured hand-loom fabrics she founded Rangoli in 1999, re-introduced as PremaFlorenceIsaac in 2018.

Tangail and Jamdhani remain her signature fabrics.



## THE CRAFT



Tangail district near Dhaka city in Bangladesh is famous for its weaving areas specializing in patterned silk textiles known as Tangail sarees, woven on jacquard pit looms.

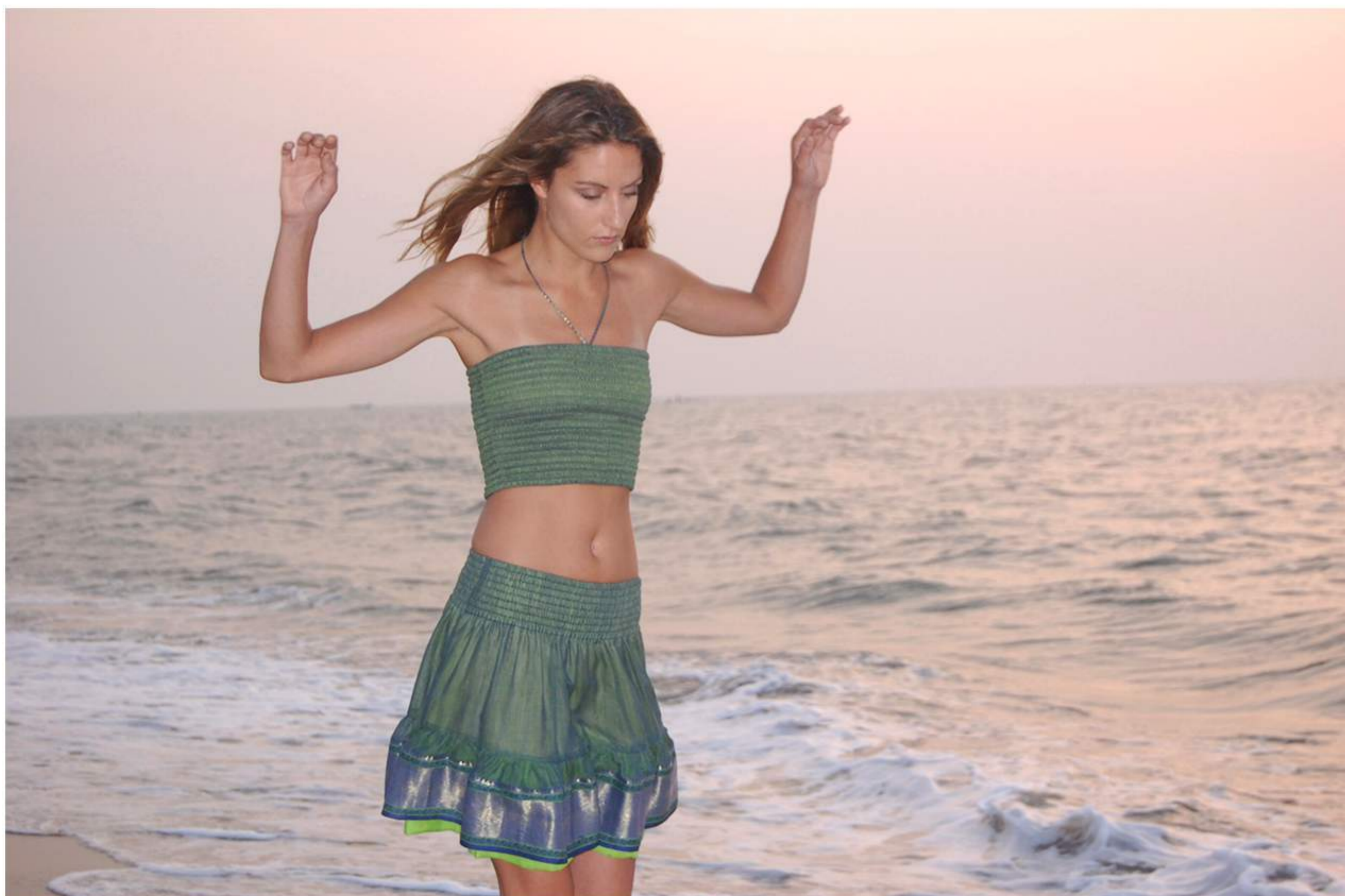
Tangail textiles have a unique style of weaving and offer great variety in terms of color and design. Cotton Tangail sarees have exquisite designs made with Jari silk on the edges "PAR", which are also the most exceptional features of the extraordinary craft.

Jamdhani is one of the finest muslin textiles woven on brocade loom. The craft also comes from Dhaka district in Bangladesh.

The fine texture and the intricate weaves of both the textiles attract Prema.







### HOLY DAYS



Hand-Woven simple cotton pieces suitable for any occasion. A summer-'holyday' fusion with Indian-influenced western cuts, this line is all about colors, sheer layers and light easy-to-wear garments. The pieces fit-and-flow, accentuate, define, illuminate and release the feminine spirit.







ANOTHER WAY



A collection for your fun, carefree spirit. Another Way brings you relaxed day wear in edgy silhouettes and dramatic accents for the night.

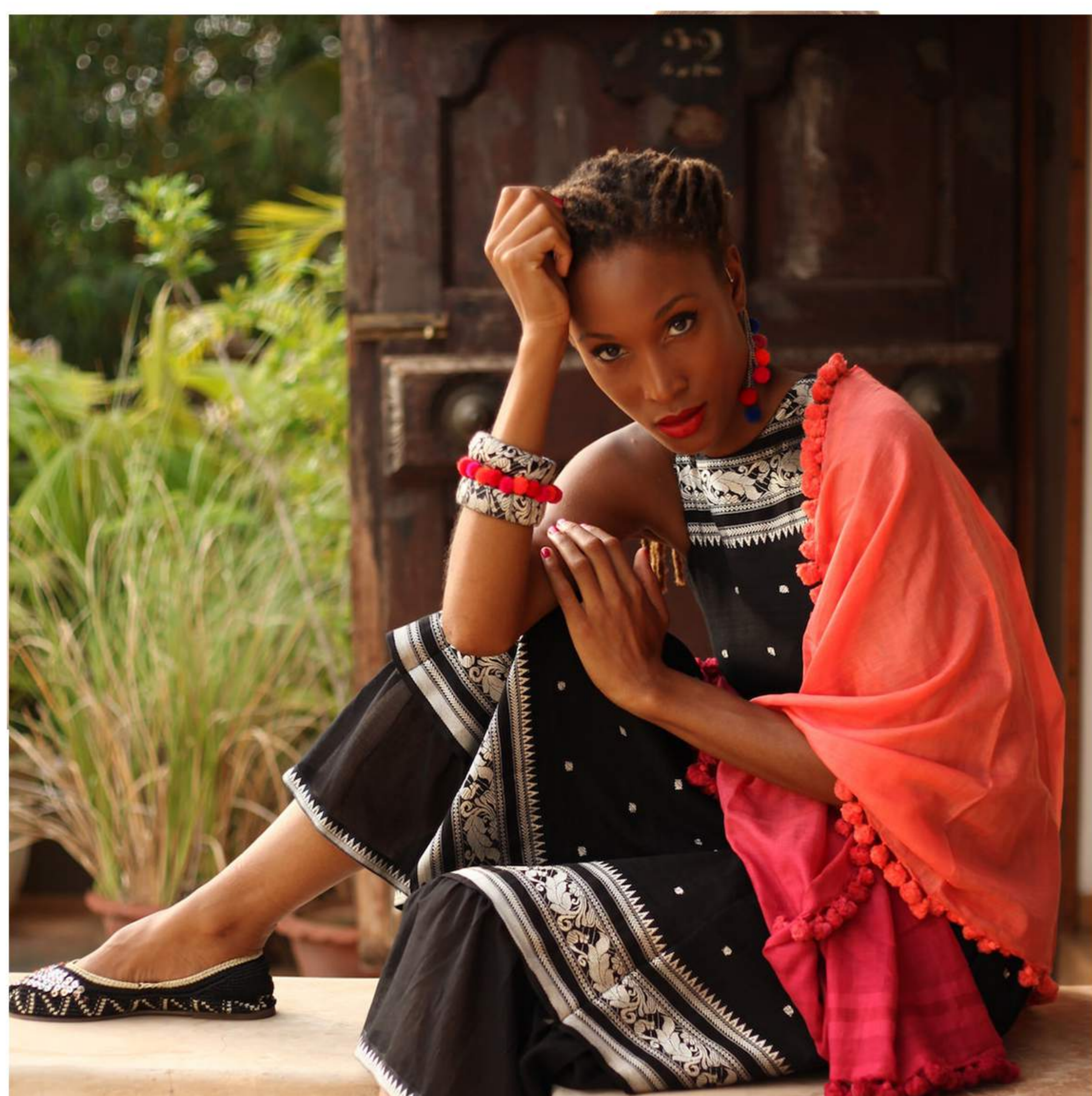






SUMMER DREAMS

Hand crafted with diaphanous Tangail cotton, lustrous Madka and Mysore silks and a super-luxurious sexy silk-spandex in black, ivory and silver – this collection is fresh, fun and flirtatious.



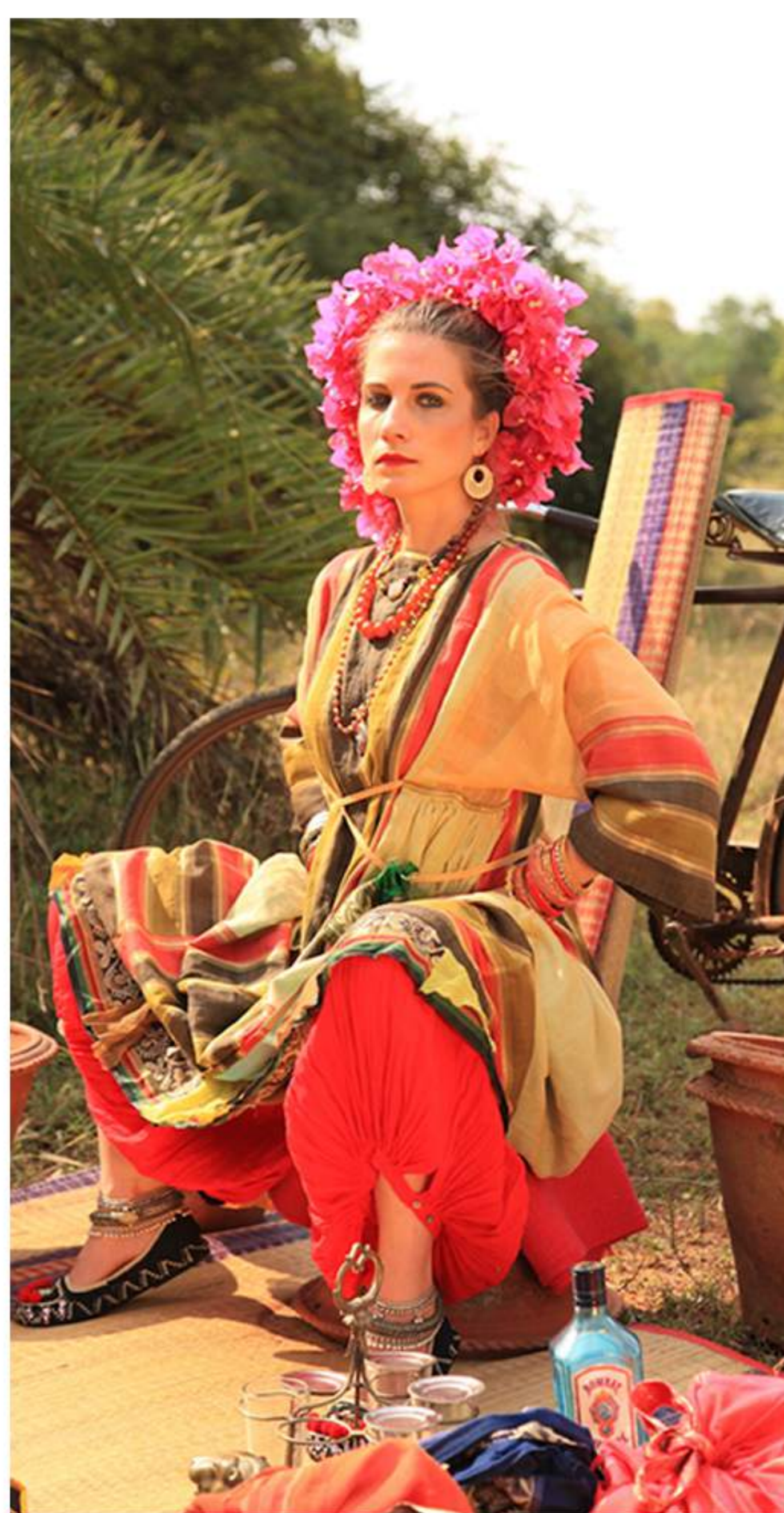




HOLY DAYS REBOOT



The Holy Days collection is our original Art Wear. Crafted from limited-edition sarees created by the master artisans of the Tangail weaving communities in Bengal, each piece is one-of-a-kind, unique and exclusive. This is our updated Holy Days look for 2016-17.



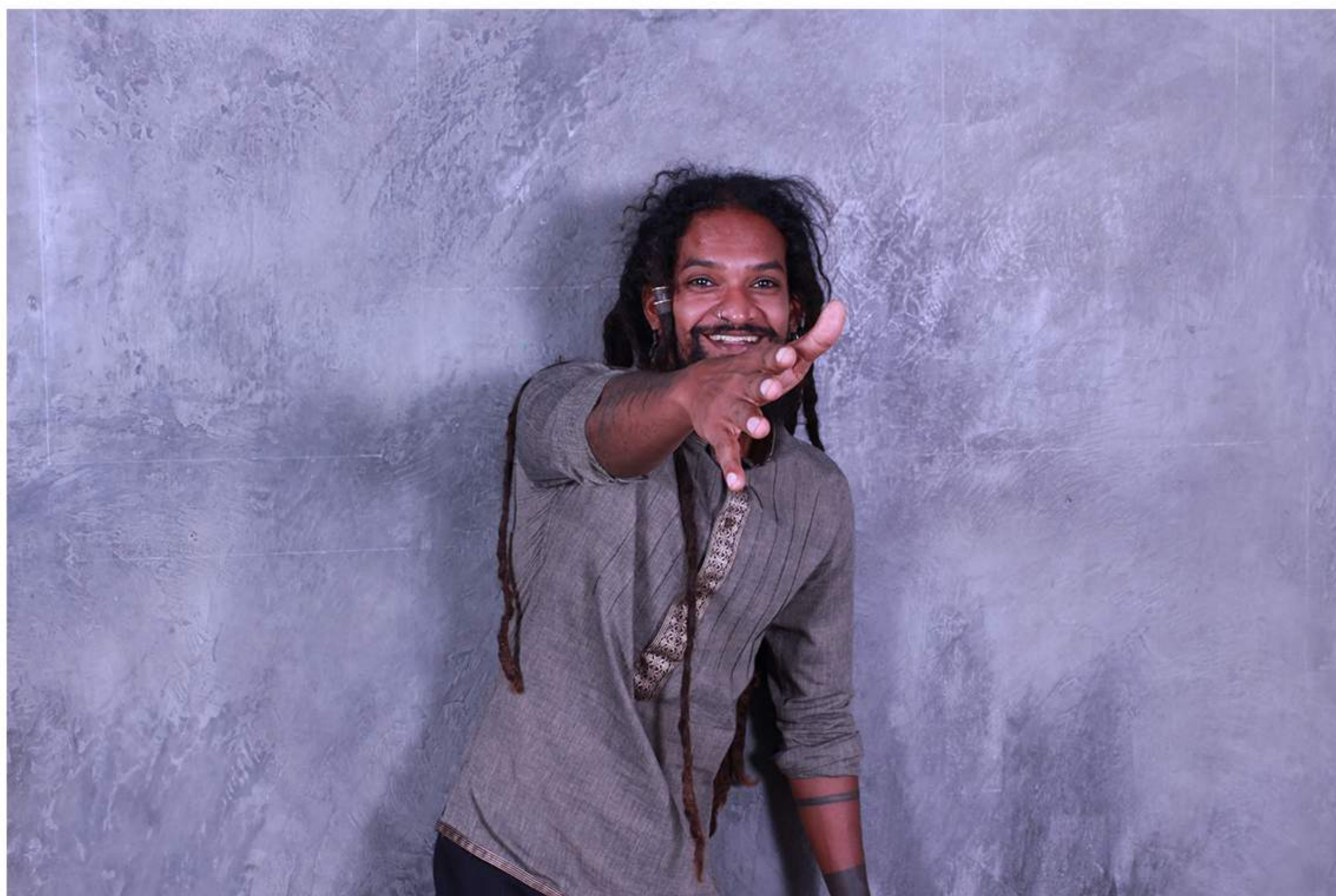




VAGABOND



A collection in a washed, hand-spun, hand-loomed khadi and P.F.I. tangail - inspired by the travelers and mavericks of the world.







### FABRIC ART T-SHIRT

Hand crafted panels composed of precious Tangail borders. Every panel is one-of-a-kind, defining our eccentric customer base.





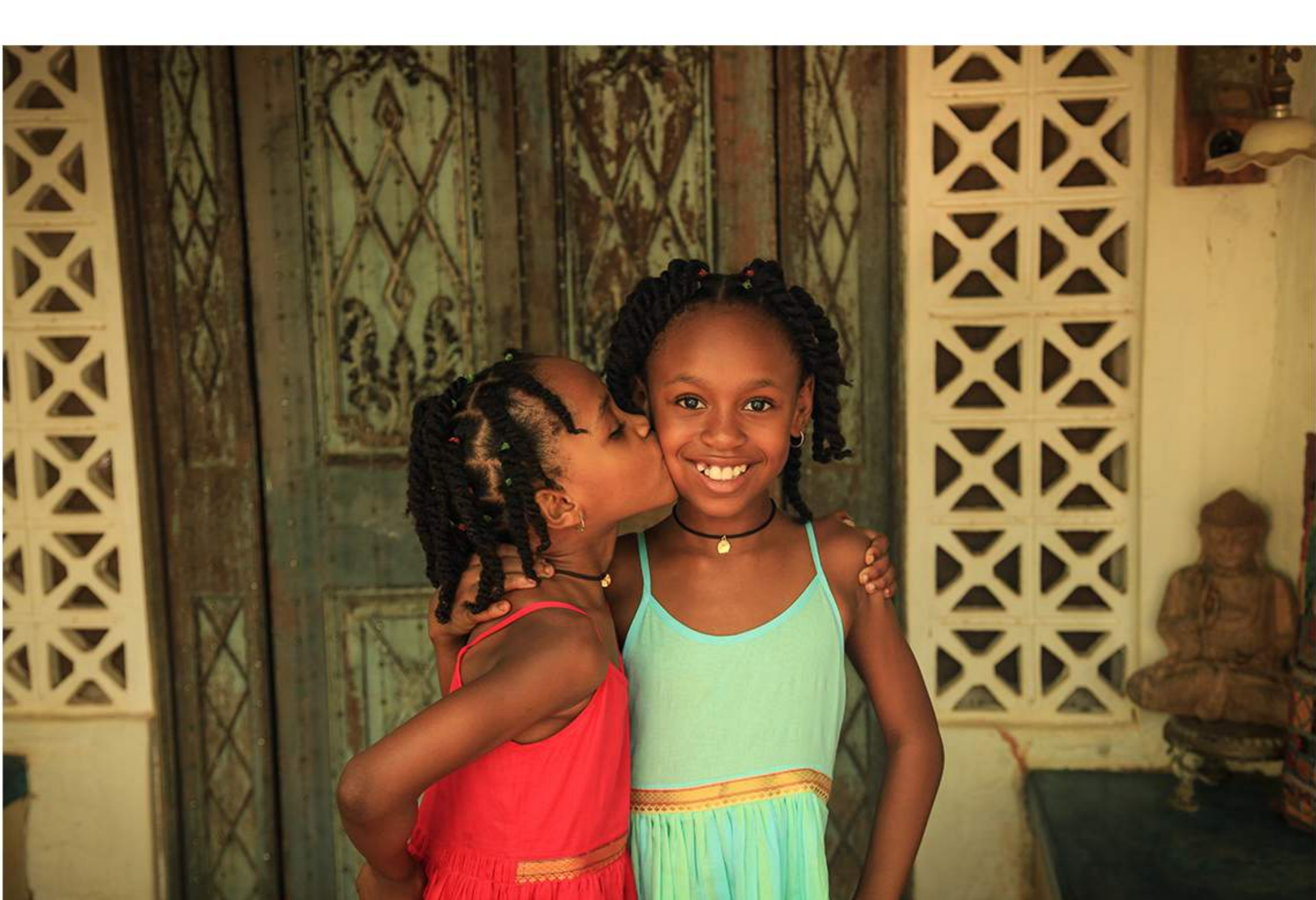






KIDINMI

This extremely colourful collection exudes the playful vibrancy that surrounds are youngest customers.





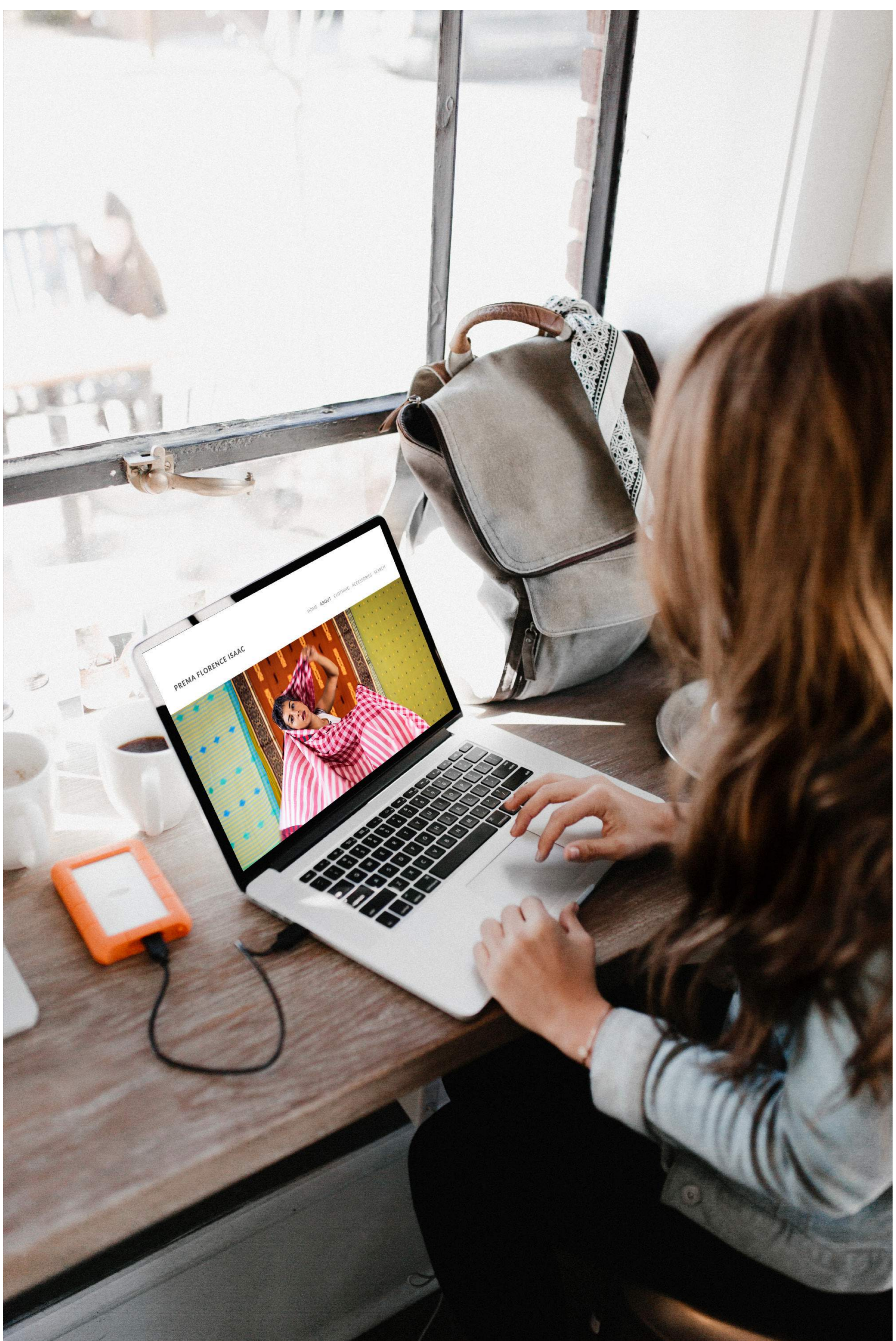
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MacBook Pro





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