

Emporium Digital



Altamira

Altamira Guitars is the leading brand of handcrafted traditional guitars, specializing in classical nylon string, historical replica, and gypsy jazz guitars.

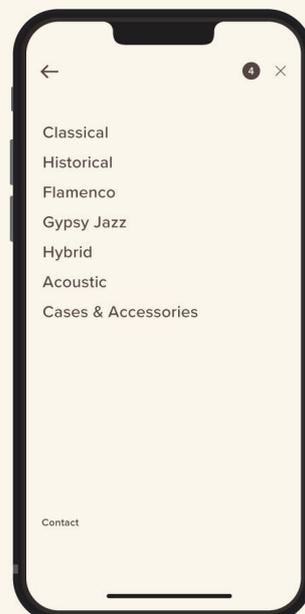
The problem.

Altamira Guitars wanted to develop a website that reflected the quality of their products, and provide an online eCommerce experience for their customers, ambassadors, and artists. Moving from a Squarespace platform that didn't allow modification or any wiggle room, the leadership team at Altamira felt strongly about conveying the brand story through strong visuals, videos, and feature their growing product range to an expansive set of customers around the world.



The Solution. Design & Conceptualization.

We sat down with Matt from Altamira Guitars to fully understand their visual requirements, and their expectations around the eCommerce user journey. Matt and his team felt strongly about the story behind their products, as each product is hand crafted using Spanish construction methods, we wanted to emphasize construction as a sales pitch. As Altamira is constantly developing new products and content with their Artists - featuring videos and interviews with Artists is central to their strategy. Video content was a main part of how we designed the Altamira website.



As part of the design process, we shared visual concepts and iteratively improved the design towards the final stage. As we were completing the designs, Matt was collecting content for the new pages and working with the marketing team to develop videos for Artists and photography for new products. High quality product photography is probably the most important factor for an eCommerce website to have a consistent high quality look & feel.

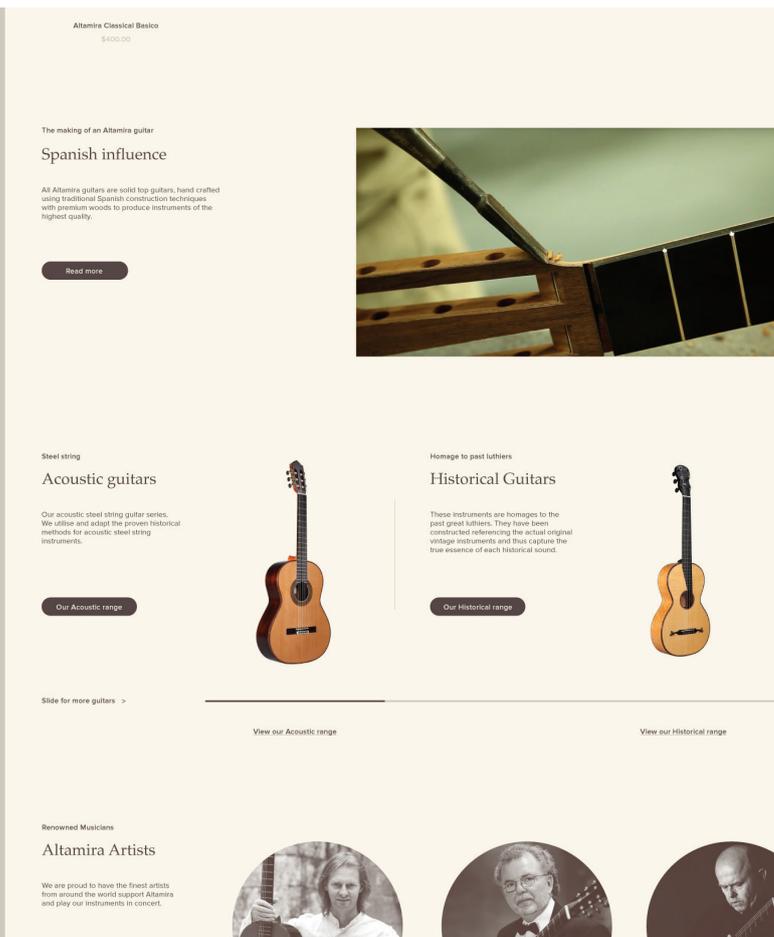
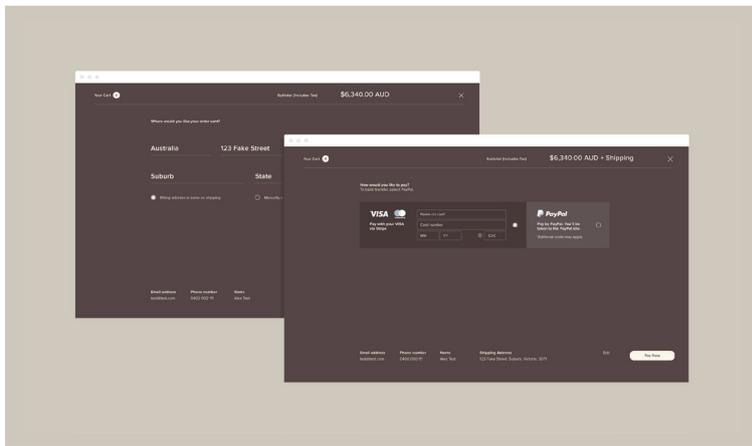
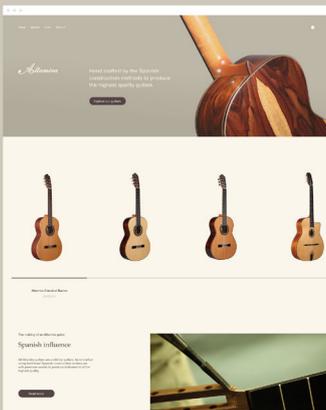
The screenshot shows a product page for the Altamira Flamenco N300 guitar. The page features a navigation menu with 'Shop', 'Artists', 'Sounds', and 'About'. The Altamira logo is prominently displayed. A 'Back to Gypsy Jazz guitars' link is visible. The product title 'Altamira Flamenco N300' is followed by a description: 'Special N300 Maccaferri style F hole gypsy jazz guitar with solid spruce top and solid Indian rosewood back and sides.' A table lists the specifications:

Top Solid Spruce	Neck Solid Rosewood
Back and Sides Solid Rosewood	Finish Gloss / Antique
Fingerboard Ebony	Scale Length 670mm

Below the table is an 'Add to Cart' button and the price '\$4,000.00 AUD'. To the right is a high-quality image of the guitar. Below the image is a video player showing a man playing the guitar, with a 'Play on loop' button. To the right of the video, there is a section titled 'How does the guitar play?' with the text: 'This superior guitar has a solid top and all solid African mahogany back and sides, with a deep bold tone suitable for modern repertoire.' Below this are sections for 'Sounds like' (Earthy, raw, vital) and 'Who plays the guitar?' (David Russell, Pavel Steidl).

We chose WooCommerce on Wordpress to develop the Altamira eCommerce website given their requirements around localization, and compatibility with multiple payment gateways and 3rd party tools. Working collaboratively with Altamira Guitars, ensuring both parties what stage of the process we were up to was critical to ensuring the build rolled out smoothly, given there are multiple countries and languages, transparency in process kept the project running.

We're currently rolling out local versions of the website in multiple countries and languages as part of the localization strategy.



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We are incredibly happy with Emporium Digital's work redesigning our global website across multiple markets. We had clear aesthetic goals to fit with our brand's products, and Neil and Alex surpassed our expectations with their stunning designs and professionalism. They were also flexible and understanding with tweaking elements as the project unfolded which we greatly appreciated.

The feedback we have received from our customers and artists has been terrific and we look forward to growing our brand with this beautiful website.
Thank you Neil and Alex!

Matthew Ng, Manager, Altamira Guitars

What Altamira Guitars says about working with us?

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