



Web Development

Alexsa deals with Beauty treatments & Holistic therapies. They're defined by a simple philosophy of care, consistency, style, passion and a commitment to high standards, ensuring the skin and body is in great health.

After much success within their local region, they wanted to branch out and expand. Setting up a studio in other towns can be a lot of hassle with many risks. It also means delegating a lot of responsibility and taking time away from their current studio.

The simple solution was to take their current studio online. Windfall was able to create an elegantly designed Content Management System website with an E-Commerce section built in, it gave the ability to maintain and manage their online store independently.

As a result, Alexa have now generated even more revenue and pushed not only their services, but beauty products which are now selling nationwide.

Resources

- Research
- Brand Development
- Positioning
- Tagline development
- Identity Guidelines

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