



The Infiniti Global market entry required the design and development of a state of the art website presence. The Designory agency hired I Imagine Studio to develop the Infiniti Russia and China websites. The main objective of the Infiniti website is to provide an exceptional, world-class user experience and fulfill the promise of the brand. Olga Weiss, Creative Director of I Imagine Studio created a website that both graphically and stylistically reflects motion and an interactive interpretation of Vibrant Design and Dynamic Adeyeka of Infiniti brand. The purposeful, artful and brave thinking behind the brand is represented by captivating images, vibrant colors and dynamic content.

The Infiniti Russia website will be used as a prototype for entering other new international markets.

