



Mollydooker Wines

mollydookerwines.com.au | [View case study](#)

With a brand and a working methodology of fun, The Digital Embassy was tasked with bringing to life the client's vision of a fresh new website featuring unique and wonderful characters.

The website needed to be highly visual and dynamic with the aim of fresh user engagement at every turn.

Matching the unique user experience was the more serious side of buying wine. An eCommerce solution was required that could bring to life the characters whilst allowing the user easy purchase of the products.

The eCommerce solution created kept the design theming consistent with the rest of the website.

Users can easily learn more about each product, purchase bottles and cases as well as peruse older vintages and buy merchandise.

