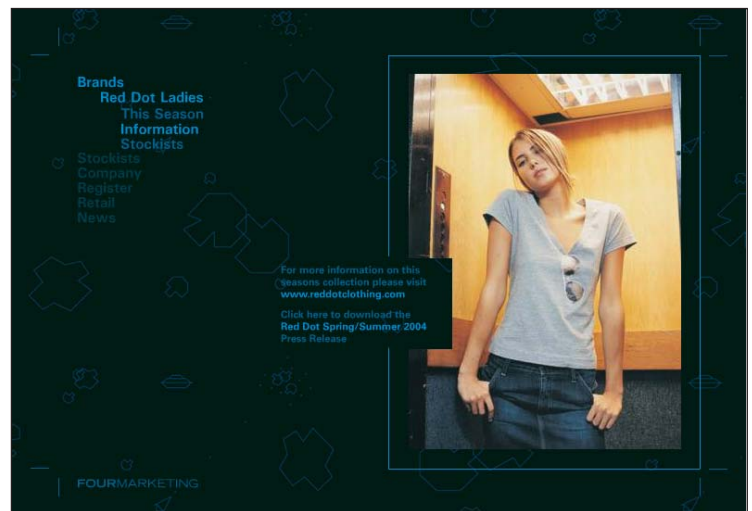
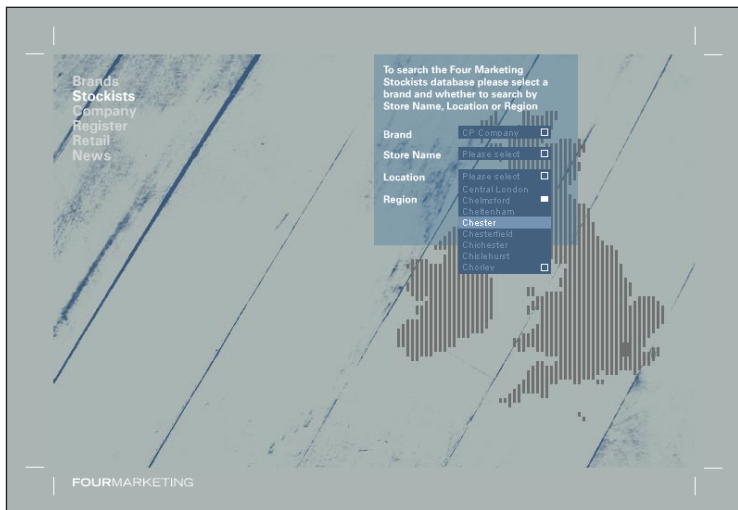


DESPITE THE STYLISTIC INFLUENCE OF football casuals on fashion, it's no mean feat to link the avant-garde creations of Fake London with terrace faves Stone Island. Still Fibre managed to connect them and others – all part of the brief from the labels' shared marketing and distribution company Four Marketing. The agency needed a website that could accommodate its ever increasing stable of brands, (including also Strenesse and CP Company) without their clashing with each other's or Four Marketing's identity.

The site has also stood the test of time. After more than eight updates – for each season – the site's look has endured, as has Fibre's relationship with Four Marketing. That in itself is remarkable given Fibre first conceived the site in 1998, an eon in web years.

'THERE AREN'T MANY SITES THAT HAVE EVOLVED AS ELEGANTLY AS OURS'

Hannah Juliano – Four Marketing



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