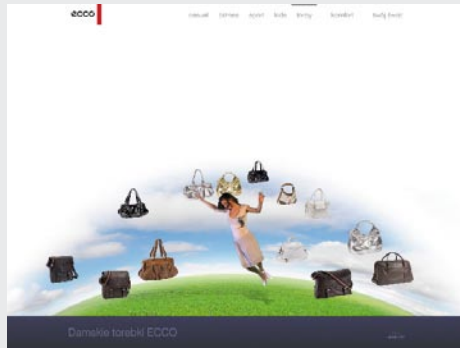


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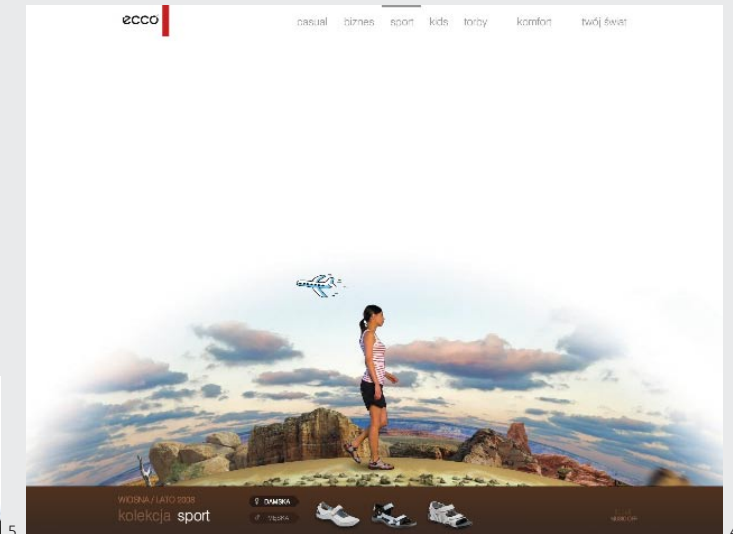
1-5 ECCO World

URL eccoworld.ecco.com.pl

Company Click5

URL www.click5.pl

Polish agency Click5 has shied away from the 'globe navigation' technique that's become so popular over the last few years, where a planet motif is used as the central point of navigation. Instead, the designers plumbed for the central figure to be a person strolling along while the landscape rotates behind them. Designer Bartek Golebiowski explains: "To quote Nancy Sinatra's old hit, these boots are made for walkin' – this concept was our base for the creation of Ecco World, to promote the Spring/Summer 2008 collection." The fisheye lens effect is used to stunning effect and the high quality video of the models walking along really gets visitors excited about the brand by seeing the products in action.



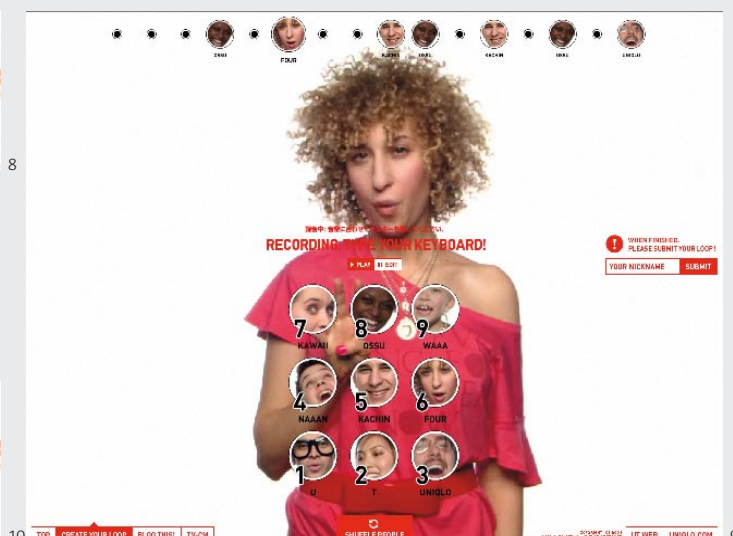
6-10 UT Loop

URL www.uniqlo.com/utloop

Company Tha*

URL tha.jp

T-shirts sell by images of models and close-ups of the designs right? Well, not if you subscribe to Uniqlo's unusual web presence philosophy. This site's all about user-generated video and music. That's right, here you can choose to make your own short film (as a looped sequence) with snippets of web video. It's fun, fast and very engaging. Oh, and there are some T-shirt designs in there somewhere. It's been proven before how successful product campaigns can be when the product in question actually takes a back seat or becomes a thing you interact with rather than look at. This is another take on this thinking and we just love the end product, which is truly bizarre and unique.



**“These boots were made for walkin’:
this was our concept
to promote the
collection”**

Bartek Golebiowski