

[creative words]

When a translation is the perfect fit

CASE STUDY

MarcoMoreo
MILANO





The company

MarcoMoreo Milano is a thirty-year-old footwear brand highly regarded internationally and a global Made in Italy ambassador.

Every item is created in Italy, designed in Milan, the international capital of fashion and style, and produced in Montecosaro, in the Marche region, the heart of the footwear industry.



The challenge



In the web and digital age, product and brand communication plays a crucial role.

For an Italian company with an international audience, the need to **localise content produced** in the Italian language emerged quickly and a partner was needed to support the brand in a more complex linguistic task.





The strategy



After conducting a thorough analysis of the brand to understand its **style, values**, and **tone of voice**, we assembled a **team of expert translators** in the fashion and marketing sectors, ensuring the accuracy and consistency of translations.

Each translation went through a process of **review** and **quality** control to ensure content **accuracy**.

Ongoing collaboration with MarcoMoreo's team allowed us to gather feedback and make any necessary improvements.

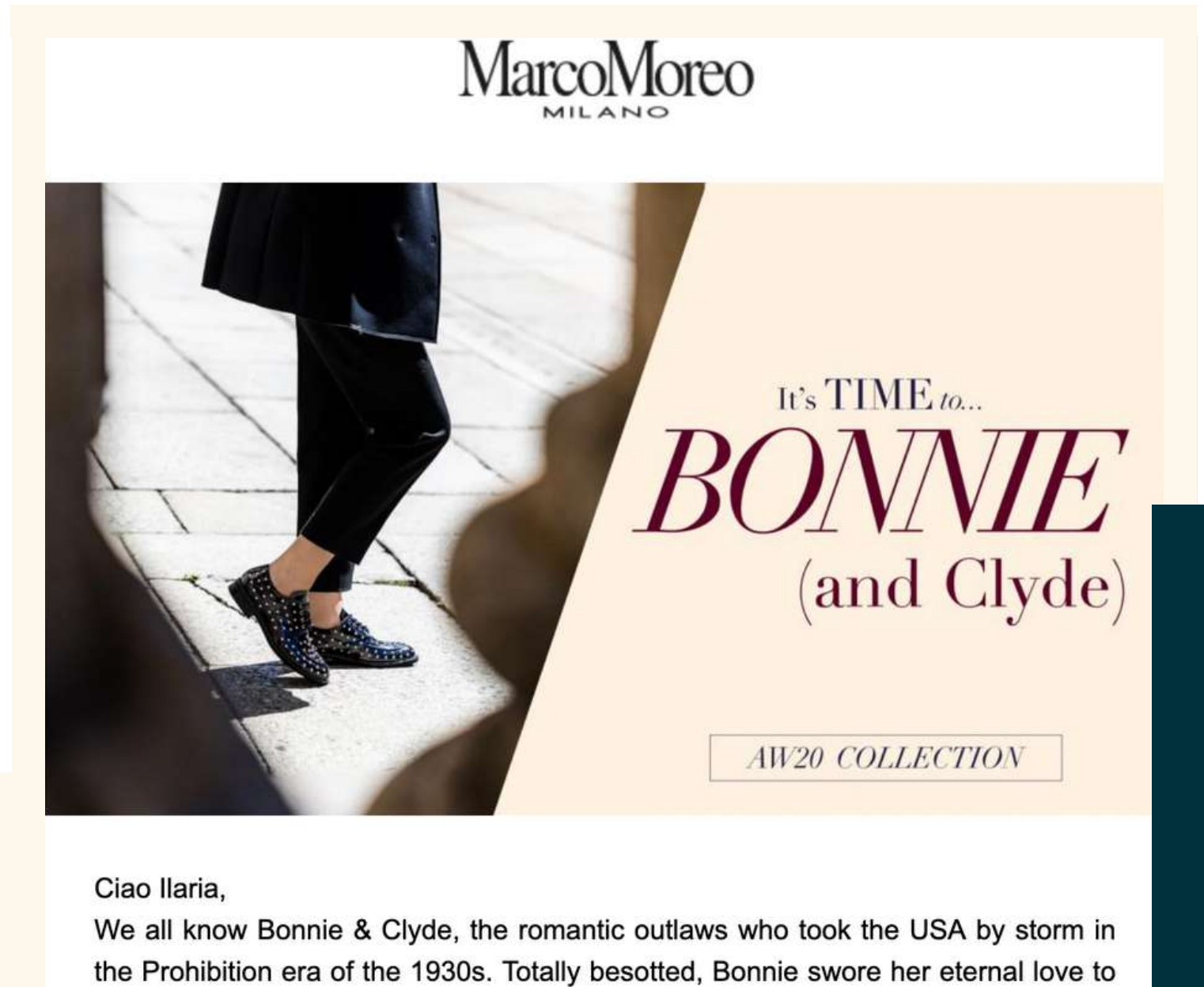


The result

AN EXAMPLE OF MARCO MOREO STYLE DEM

The partnership between CW and MarcoMoreo has ensured continuity in the communication of messages addressed to an international audience and, above all, guaranteed a translated content that represents the brand's style, values and tone of voice.

Having localized the more operational sections of the website, since the e-commerce service was launched, Creative Words has supported MarcoMoreo by translating hundreds of product descriptions, blog posts and newsletters.



What they say about us

“ We have found in Creative Words a very flexible partner with the ability to work fast while maintaining our tone of voice and speaking our language in other languages as well. ”

MarcoMoreo
MILANO



Your Italian Translation Partner

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