

Lebrusan Studio unveils new website as part of significant rebrand

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Leading ethical jewellery brand, Lebrusan Studio, unveils new website as part of significant rebrand

Following a change in brand name from Arabel Lebrusan, this month Lebrusan Studio (<http://www.lebrusanstudio.com>) ties up its major brand revamp with the reveal of its slick new website and fresh-look monochrome logo.

Reflecting the brand's expanding size and after a successful period for sales and exposure, an update and refresh allow for the designer and brand to grow respectively, without diluting either.

"We're growing, and as we grew, 'Arabel Lebrusan' felt too much like a 'me' brand," founder and designer Arabel says.

"When you're a small business you're running around doing everything yourself, from accounts to manufacturing, designing and dealing with customers. Our team is expanding, and it's not just me anymore. With the name change, I really wanted to bring all those other people in as well."

The new site has landed fully stocked with blogs (<https://www.lebrusanstudio.com/blogs/arabels-blog>), a press kit (<https://www.lebrusanstudio.com/blogs/press-kit>), a newsroom (<https://www.lebrusanstudio.com/blogs/news-releases>), some beautiful new imagery and information on Lebrusan Studio's convenient engagement ring loan service which enables clients in a hurry to pop the question using a borrowed sample ring whilst the real thing is manufactured.

The interface is sleek, contemporary and easier to navigate than before, and for the first time there is also a separate page for men's wedding rings (<https://www.lebrusanstudio.com/collections/ethical-wedding-rings/mens>). Updated and detailed information on Lebrusan Studio's ethical policies (<https://www.lebrusanstudio.com/pages/beautiful-ethics>), bespoke commissions (<https://www.lebrusanstudio.com/collections/bespoke-personalised-jewels>), happy clients (<https://www.lebrusanstudio.com/blogs/customer-reviews>), and founder (<https://www.lebrusanstudio.com/pages/about-arabel-lebrusan>) is also readily available.

As a growing expression of the brand, the website will continue to adapt, with a number of exciting ideas to be rolled out over the next few months. The Lebrusan Studio team is currently working on new pages for LGBTQ couples searching for engagement, commitment and wedding rings, because inclusivity is a big part of the brand's mission statement.

The refurb was largely coordinated by Arabel herself. "I've been working my socks off," she tells us.

"We've been working hard the last few months, but last week I finally decided to press the button."

2019 has proven a memorable year for the environmentally and socially-conscious brand, with Arabel recently returning from a major sourcing trip to Sri Lanka

(<https://www.lebrusanstudio.com/blogs/news-releases/arabel-lebrusan-on-the-sourcing-trip-of-a-lifetime>)
and the team unveiling their new Crown Collection
(<https://www.lebrusanstudio.com/blogs/news-releases/fit-for-a-queen-arabel-lebrusan-unveils-the-crown-collection>)
of stacking rings in May.

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About Lebrusan Studio:

Lebrusan Studio is a jewellery brand that prides itself on beautiful design, beautiful craftsmanship and beautiful ethics. We commission only the best craftsmen in the UK and Spain and work solely with precious metals and gemstones that have been sustainably and ethically sourced – because we don't support exploitation of any sort.