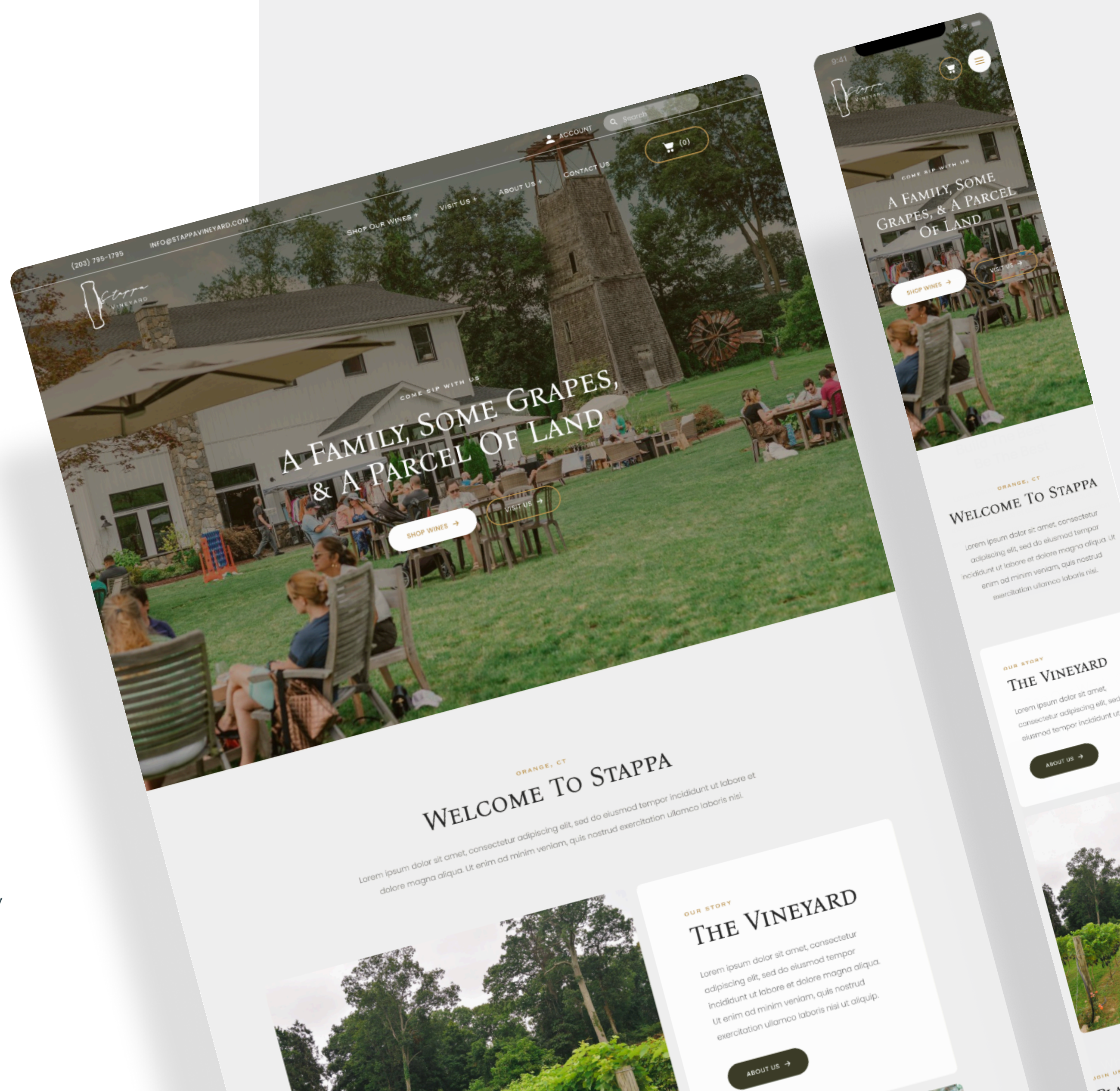


# STAPPA VINEYARD WEBSITE

## PROJECT OVERVIEW

Stappa Vineyard is a boutique winery founded by three sisters, born from a shared passion for family, nature, and exceptional wine. Their story is deeply tied to the land they cultivate and the experience they provide—rooted in connection, craftsmanship, and care.

They came to me looking for a website that honored this story while offering a clean, modern platform where customers could explore their wines and purchase directly online. The goal was to create an experience that was both elegant and inviting, reflective of their values and the beauty of the vineyard itself.



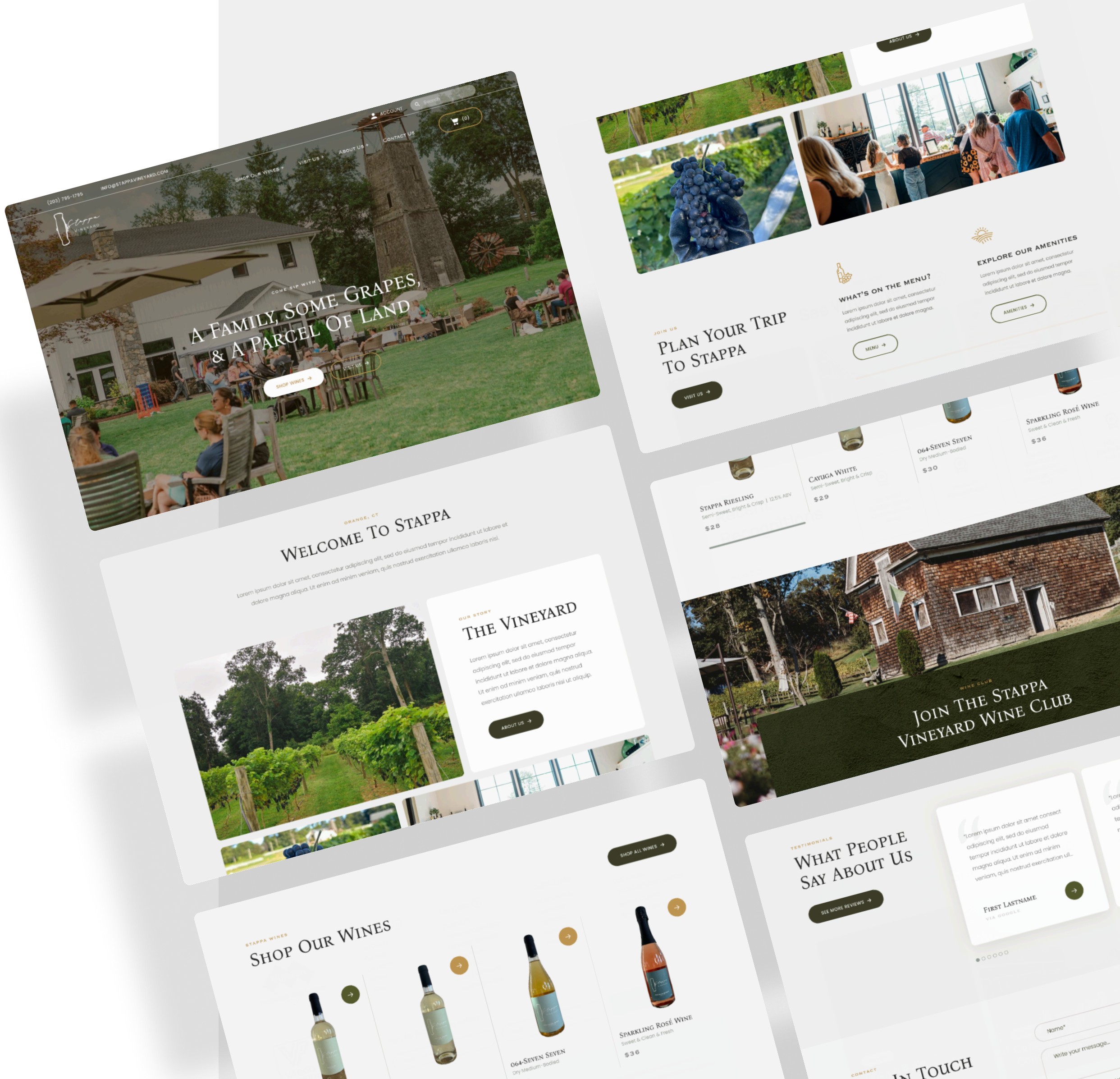


# THE CHALLENGES

Stappa Vineyard needed a digital space that reflected the warmth of their story and the sophistication of their products. They wanted the website to feel serene, nature-inspired, and grounded in authenticity—without sacrificing modern functionality or e-commerce ease.

## CHALLENGES INCLUDED:

- Designing a clean, minimal site that highlights their vineyard, wines, and story
- Honoring the founding narrative and brand values throughout the site
- Creating a seamless shopping experience that doesn't distract from the visuals
- Ensuring mobile-friendly usability and a refined user experience





# THE SOLUTION

I designed a website that balances warmth and elegance—letting the vineyard’s natural beauty and handcrafted wines take center stage. Soft colors, wide photography, and open space allow the content to breathe, while subtle storytelling elements reinforce the brand’s origin and mission.

## KEY SOLUTIONS INCLUDED:

- Full-screen imagery and a clean layout that reflect the calm of the vineyard
- Prominent sections to showcase their story and the sister-founded brand legacy
- An intuitive online shop that blends seamlessly into the site design
- Responsive design that maintains elegance across all devices



# THE FINAL DESIGN

The final website is a calm, sophisticated reflection of Stappa Vineyard's story and values. It gives users a taste of the vineyard's beauty while supporting their business goals through intuitive navigation and e-commerce functionality. Most importantly, it honors the passion and legacy behind the brand—built by three sisters, and rooted in a love for wine, family, and connection.

