

# New Winsor & Newton website

**winsornewton.com/uk/na/row/au**

**“Our site is our showroom. Our window to the world. It reflects the ethos of the brand.”**

We are happy to announce that the Winsor & Newton websites are live.

Our ambition is to deliver a rich brand experience to our consumers, with detailed product pages, articles, techniques & educational content to drive awareness and provide consumers with the information needed to make an informed purchasing decision.

You can visit the UK website [here](#) – as we announced in previous communications, the site is also available for North America ([na](#)), Australia([au](#)) and Rest of the world ([row](#))

The new site design is very intuitive and gives the consumer a smooth experience, and this is delivered with a new site map, navigation and design features, which have been optimized for mobile.

## Masterclass Hub

Having listened to consumer feedback one of the most significant changes we have made is to create the [Masterclass Hub](#), a space on the website, containing over 100+ educational videos ready to view, based on your preferred topics, at your own pace.

The Masterclass Hub features:

- All videos available in one place
- Search and filter by your preferred learning topic
- Don't have time now? Save to watch later
- Enjoyed a video? Like your favourites
- Share videos with your network

## Ecommerce

As we communicated before for the initial launch period, Winsor & Newton is launching without

eCommerce to start with, but we are working hard to add in the eCommerce functionality very soon – We will keep you updated when this will be launched.

It's truly a milestone for Colart to re-launch the Winsor & Newton website on the WordPress platform fully managed inhouse and has been a fantastic cross-functional project we are very proud of. Please enjoy and explore the site