

Vincit wins Gold at American Advertising Awards

IRVINE, CALIFORNIA, UNITED STATES, March 23, 2018 /EINPresswire.com/ -- Vincit won the Gold for work on Stitch & Tie at the 2018 American Advertising (ADDY) Awards. The ADDY Awards is the advertising industry's largest and most representative competition, attracting over 40,000 entries every year.

"This is our first year participating in the ADDY Awards, and we are very proud of the recognition by a national body," says Ville Houttu the CEO of Vincit California.

"Vincit was an amazing partner throughout the design and development process. We are happy to see the hard work was recognized by the American Advertising Federation," says Jake Reinig, VP of Tech and Marketing at Stitch & Tie.



Stitch & Tie is a new online rental brand and eCommerce site for Friars Tux. The company wanted an online user experience (UX) tailored for a younger generation of customers that would allow them to discover, completely customize, and rent a suit or tuxedo online.

The American Advertising Federation, Orange County ADDY Awards Gala was held March 22, 2018 at the Balboa Bay Resort in Newport Beach, CA.

About Vincit:

Vincit is a software development and design company based in Irvine and Palo Alto, California, and Tampere, Helsinki and Turku, Finland. Founded in 2007, Vincit currently employs 400 professionals. Ranked first in Europe in the Great Place to Work study, Vincit's success stems from satisfied customers and satisfied employees. Vincit is listed at Nasdaq OMX First North market.

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