

L'OCCITANE en Provence launches its new e-commerce site

GENEVA, 18 September 2017 – At the end of August (1 August in Russia), cosmetics brand L'OCCITANE en Provence launched a completely revamped and mobile-first website that offers customers an on-the-go personalised service and omni-channel shopping experience.

After testing with French, American and Japanese customers (the brand's core markets), the website was launched simultaneously in 60 countries and can be found on: loccitane.com. The new e-commerce platform focuses entirely on customers, in line with the L'OCCITANE Group strategy. The website address is.

A streamlined, personalised customer shopping experience

L'OCCITANE en Provence worked with digital marketing agency WIDE to create a sleek and mobile-first design, promoting the smartphone experience and thus adapting to today's consumer trends. Accessible on all mobile devices, including smartphones, desktop computers and tablets, the website's user-friendly browser is easy and intuitive to use and ensure an enhanced customer shopping experience.

Benoit Guilbert, WIDE France Chief Creative Officer expressed his enthusiasm for the project: "The new design and layout gives internet shoppers a harmonious balance of the L'OCCITANE en Provence familiar branding combined with the latest technology in online retailing. The team at WIDE worked hard to totally revamp the website and tested the product in the US, France and Japan before launching simultaneously across all markets."

The new website opens up a new tailor-made range of services to L'OCCITANE en Provence customers, enabling them to:

- Benefit from a special beauty advice section and filter their searches to specific areas of concern such as skin hydration, first signs of ageing and so on, while directing them to products best suited to their needs.

<http://fr.loccitane.com/astuces-beaute,74,1,84042,1094955.htm>

<http://fr.loccitane.com/soin-visage,74,1,24735,1088394.htm>

- Set up an "automatic replenishment" subscription service to have their favorite products automatically delivered whenever they choose.

<http://fr.loccitane.com/abonnement-l-occitane,74,1,84900,1093522.htm>

- Personalise their shea butter by choosing a message and/or first name to be printed on the product.

<http://fr.loccitane.com/mon-karite-personnalise,74,1,66794,701482.htm#step1>

- Check out what a store has in inventory using online data, then locate it with GPS so as to order a product and pick it up.

<https://fr.loccitane.com/trouvez-la-boutique-la-plus-proche,74,1,22917,222916.htm>

- Use the 'Click & Collect' service, to order products online and pick them up from the store within the next 3 to 4 hours.

<http://fr.loccitane.com/click-collect,74,1,87866,1087278.htm>

Céline Carle Faye, L'OCCITANE International E-Commerce Manager, said: "Our new website offers a vast range of tailor-made services and an omni-channel shopping experience. These include a selection of 'web to store' services, such as GPS store location and Click & Collect. By doing so, we hope to significantly increase the buy conversion rate, as has already been the case in Russia, following the new website launch on August 1st this year."

L'OCCITANE en Provence

L'OCCITANE en Provence has been developing sustainably sourced and fully traceable natural beauty products and organic cosmetics since 1976. All our product ingredients are entirely natural, so Occitane en Provence takes great care to preserve and respect the natural environment in all areas of its operations.