LUSH FRESH HANDMADE COSMETICS

CLIENT/PROJECT NAME

Lush.co.uk

PROJECT THEME

A user-friendly and deeply content-driven experience with an emphasis on articles, social feeds and customer reviews

THE APPROACH

» Drupal 7 for content, social integrations, and site management
» Drupal Commerce for product and user management, product content, real-time availability and delivery options, integrated checkout
» Nosto for site optimization

MAJOR BENEFITS

» In the first months, Lush was already seeing a 22% uplift in online sales over the same period last year.

PARTNERS

iKOS, Commerce Guys

MARKET

Beauty & Cosmetics

GEOGRAPHY

United Kingdom

URL

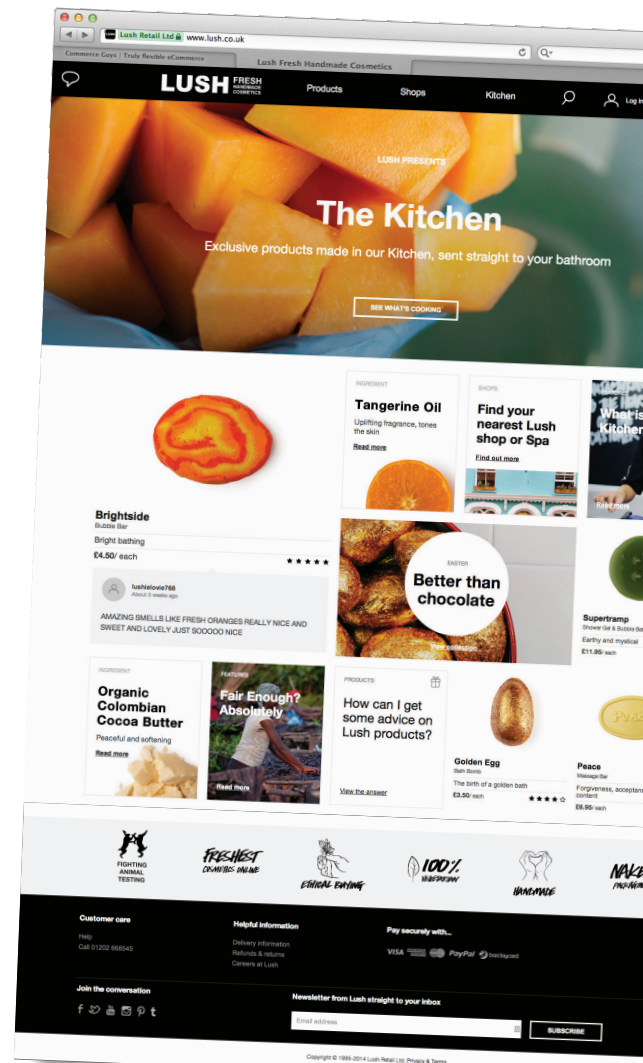Lush.co.uk

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The Challenge

The International brand Lush is a fresh, handmade cosmetics company headquartered in the United Kingdom. A £360m revenue business with over 900 shops in 51 countries, they needed to grow their multi-channel business. The new website must reflect their strongly-held values, which meant plenty of opportunities for rich editorial content such as ingredients lists, articles and videos. They also wanted a flexible "blank canvas" approach, which they could change and customise at will. Superb social integration was a must to engage with the Lush audience and promote loyalty.
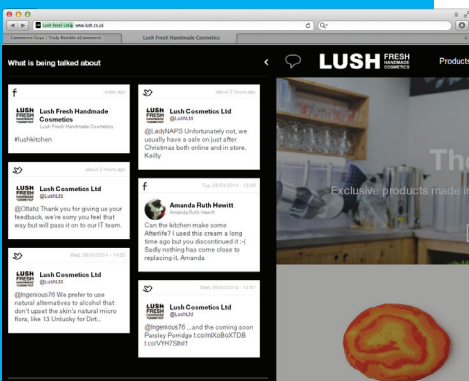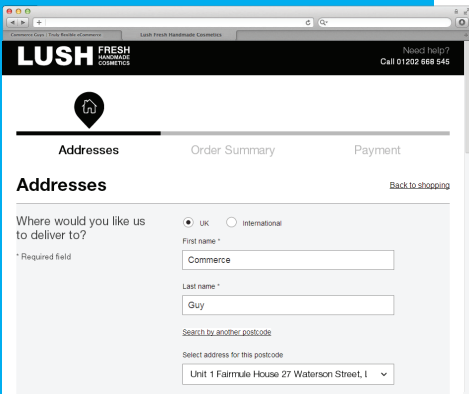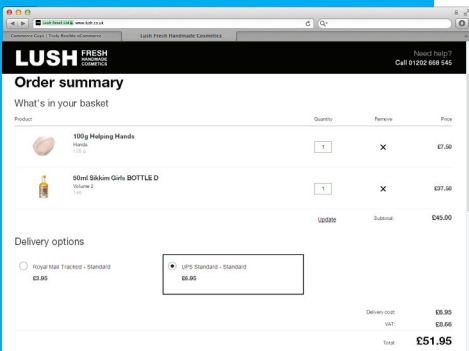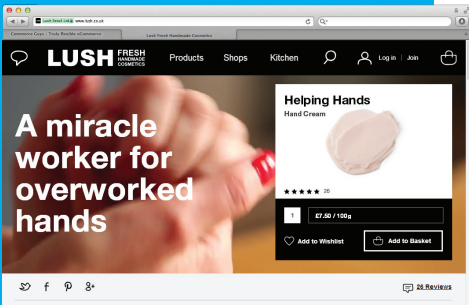
The Solution

Lush initially approached Commerce Guys for guidance on implementation best practices and Total Cost of Ownership (TCO) of Drupal Commerce, and relied on Commerce Guys to identify an agency who could support their needs. Lush selected Commerce Guys and its Delivery Partner i-KOS to deliver the project using Drupal and Drupal Commerce. The decision was based on the solution's flexibility to support Lush's unique business strategy, and its ability to provide the ideal combination of Content, Community and Commerce within a single powerful framework. Within an incredibly short 6-month time frame, the UK site launched, including several new custom functionalities provided by the development team, including:

- Single page checkout with dynamically changing product quantity and delivery options

- Real-time in-cart stock availability

- Social Media Aggregator modules powering the Lush social bar and shop pages, including Facebook, Twitter & Instagram

- Streamlined customer address book functionality

- Next-generation postcode look-up functionality

- Responsive design with seven breakpoints and eight states by screen size as opposed to device type

- Embedded videos regarding product stories and ethical initiatives

- Product recommendations and personalized shopping experiences, powered by Nosto.

LUSH FRESH HANDMADE COSMETICS

About Lush
Lush Fresh Handmade Cosmetics is an international cosmetics company with over 900 shops spanning 51 countries. Lush invents its own products and fragrances, makes them fresh by hand using little or no preservatives or packaging, using only vegetarian ingredients, and tells you when they were made.

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About Commerce Guys
Commerce Guys, creator of Drupal Commerce, is the leading Drupal eCommerce company. With its unprecedented flexibility, scalability, and security, Drupal Commerce offers robust enterprise-level capabilities for conducting eCommerce.

Commerce Guys provides customized development, consulting, training, support, and Platform, a revolutionary cloud hosting solution.

iKOS

About i-KOS
i-KOS is a London based Digital Agency providing complete website delivery lifecycle: consulting, training, development and support. i-KOS ensures sustainable online business for its clients by developing and building successful, expandable websites that meet the needs of both consumer and enterprise.

DRUPAL COMMERCE