

DRIVING DIGITAL EXPERIENCE INNOVATION EVERYDAY

creator™
by zmags®

LULU GUINNESS
LONDON

salesforce

Several
Thousand

pounds saved instead
of outsourcing to
development agencies

4x

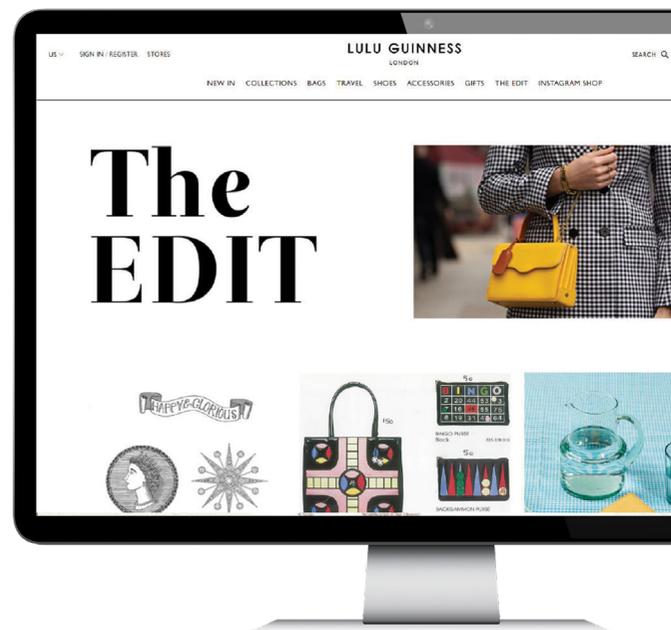
more content
launched with Creator™

The Challenge

Lulu Guinness, the London based bags, shoes, and accessories company celebrates its 30 year anniversary by continuing to develop and launch a range of products that are a mixture of playful and functional.

Before things could get very far, the digital team ran into some obstacles. They'd come up with a fun concept to test, and quickly hit a wall. Dependent on external agencies to code interactive and storytelling experiences for the website, it would take weeks and thousands of pounds to try something new - that is, if it could be done at all.

Tayyaba Malik, Head of eCommerce at Lulu Guinness explains, "We're an ambitious company with a clear view of how we want to interact with our customers online. However, our digital capabilities didn't match our innovative thinking. We had to outsource development to an external agency and often they would come back and tell us they couldn't deliver what we'd aspired to create. Even when they could, it would take weeks, and cost a lot of money."



The Solution

From day one of operation Lulu Guinness has treasured close relationships with their customers – many of whom are deeply loyal. When founding the company, “dare to be different” was built into the company DNA. Today, Zmags has freed the ecommerce team to live that vision each and every day.

“Creator™ by Zmags is the perfect complement to Salesforce Commerce Cloud,” shares Tayyaba Malik. “Every time we think of a new idea, we know Creator™ is the fastest way to make it an online reality. Unlike other technology we’ve purchased before, Creator™ is truly used every day. It has instilled incredible confidence for our creative team, and freed us to challenge the very notion of what we dream up as possible.”

No longer dependent on external development resources, the Lulu Guinness team is able to use video and animation to rapidly bring seasonal collections to life, and even spotlight fun pictures of their products in every day use by loyal customers from social platforms.



The Results

“

For most brands the eCommerce team plays catch up trying to replicate the compelling experiences delivered in store...

At Lulu Guinness we’re leading the way online because of Zmags. Our team uses Creator™ every day because there are no constraints on what we can build, and we can build it fast. It’s the perfect complement to our ecommerce platform.

”

– Tayyaba Malik, Head of eCommerce

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Creator™ by Zmags helps ecommerce marketers create and publish rich digital experiences through a user-friendly interface that requires no IT involvement. Using Creator™, brands can create fresh, shoppable content that drives product discovery and inspires consumers to purchase. Creator™ integrates with all leading ecommerce and content management platforms enabling marketers to optimize their website content. Leading brands like Ethan Allen, Harvey Nichols, New York & Company, Vivienne Westwood, All Things BBQ, and Godiva use Creator™ by Zmags to deliver interactive and entertaining shopping experiences with rich content like buying guides, quizzes, lookbooks, video, and more. To learn more, visit creatorbyzmags.com.