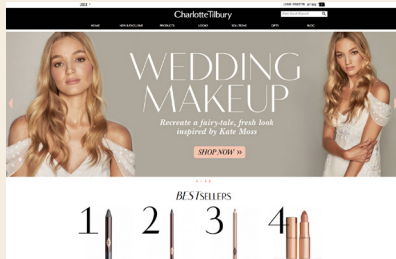


Charlotte Tilbury



Cosmetics Brand is Ready for Its Close Up

As the world's number-one makeup artist with a career spanning over 20 years, Charlotte Tilbury launched her own line of designer cosmetics at Selfridges, London, and online in September 2013.

www.charlottetilbury.com/uk

Magento Solution Partner:

Space48

[click for more info »](#)

"In a short amount of time, our small team has achieved huge successes in partnership with Space48 and Magento without wasted time or effort."

Rachel Jones
Head of eCommerce,
Charlotte Tilbury

Challenge

Balance Branding and Retail Functionality, Across All Devices

With a product line about to launch, Charlotte Tilbury wanted a responsive site that both reflected Charlotte's style and offered best-in-class retail features and functionality across all devices. Key asks for the new site included easy bundling tools for a variety of shop-the-look options for cross-sell and up-sell, along with robust content marketing capabilities. Additional requirements included search, email, wish list, reviews, gift cards, full page caching, and multi-site/multi-store functionality.

Solution

Modular Approach + Key Features & Functionalities

Magento Gold Solution Partner [Space48](#) collaborated closely with the Charlotte Tilbury branding team to deliver a responsive site that met both their brand and retail requirements with [Magento Enterprise Edition](#). Initially, they kept the build simple, making the most of the core features of Enterprise Edition and linking into the company's Brightpearl ERP. Following this, they added integrations with [SLI for search](#), [dotmailer for email](#), and [Ometria for marketing](#). Another important delivery was sophisticated integration of animations and video tutorials for every product and look, one of Charlotte Tilbury's biggest asks.

Results

Fabulous Results & International Expansion

The new Charlotte Tilbury site was completed in just four months and ready for the launch of her cosmetic line at Selfridges, London, in September 2013. It handled the peak traffic of the high-profile launch superbly, and it has delivered fabulous YOY results since then:

- 229% Increase in Transactions and 105% Increase in Visits
- 193% Increase in Revenue and 60% Increase in Conversion Rate
- 29% Decrease in Bounce Rate

Its UK successes encouraged the company to expand to the US in September 2014 and to launch in Canada in June 2015.