

Lulu Guinness, the iconic British design company, launched its first retail store in 1996. The Lulu Guinness brand is now world-famous for uniquely designed handbags, jewellery and other accessories, and not a month goes by without one of its pieces being featured in style magazines or on catwalks.

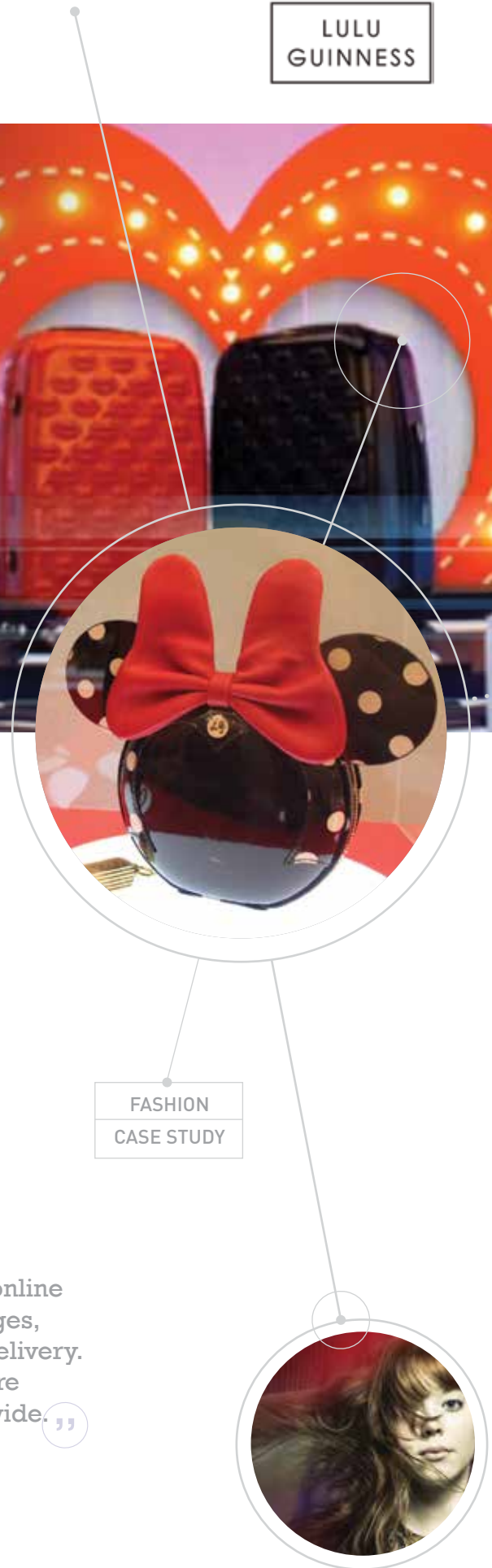
Enabling an eCommerce store for Lulu Guinness

Benefits of the SEKO Solution

- Customized suite of eCommerce and e-fulfillment technology
- Real-time stock allocation
- Total visibility from order to gift-wrapped delivery
- Seamless integration alongside existing retail supply chain
- Multi-geography stock holding providing local fulfillment in key markets

“The iconic Lulu brand needed to step into the world of online shopping and this presented us with many new challenges, including fulfillment, new returns policies and Global delivery. We’ve grown with the help of the SEKO team and they are continuing to help us to seamlessly deliver style worldwide.”

Martin Mason – CEO



The Lulu Guinness story

THE CHALLENGE

Lulu Guinness wanted to set up an online store that would mirror its style and complement its thriving international retail business - to give worldwide customers a seamless ordering and delivery experience that would reflect this iconic brand.

THE SOLUTION

The exacting demands and conditions of sale for the Lulu Guinness online business called for a new and separate stream of e-fulfillment and business processes. To deliver this brand new Global shopping channel, SEKO provided Lulu Guinness with a customized e-fulfillment suite of tools to power the online store.

THE RESULT

The Lulu Guinness team can now work more efficiently as the eCommerce channel is fully integrated giving real-time stock allocation and total visibility from the customer's order through to gift-wrapped delivery. The end result being no more orders by email, no manual paperwork, faster fulfillment and even happier customers.

"Seamlessly
delivering style
worldwide."

To find out how SEKO can
help you transform your
business, please email
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