

Capgemini's LYONSCG Gives Tarte Cosmetics a Digital Makeover

Innovative makeup brand launches redesigned, international eCommerce sites

Chicago – June 14, 2018 – [Lyons Consulting Group](#) (LYONSCG), part of the [Capgemini](#) Group (CAP.PA), today announced its engagement with Tarte Cosmetics, a popular makeup and cosmetics brand known for its use of high-performance naturals™. LYONSCG provided eCommerce design and implementation services to help Tarte transform the brand's digital experience. The project included the launch of two new sites built on Salesforce Commerce Cloud: [Tarte US/Canada/International](#) and [Tarte EU](#). Tarte products can now be purchased and shipped to 190 countries around the world.

"We are so excited to share our new digital experience with our tartelettes. LYONSCG built a truly stunning site with sophisticated functionality that engages customers throughout the shopping journey. The custom front-end design is fresh and mobile-friendly, so we are already seeing impressive results," said Stephanie Urban, Senior Director of Digital Marketing at Tarte Cosmetics. *"LYONSCG's extensive knowledge of Salesforce Commerce Cloud, combined with the talent of its creative team, made it the ideal agency for our project."*

Tarte Cosmetics is an innovator in the beauty industry, offering eco-chic, cruelty-free cosmetics and hypoallergenic, vegan skincare. The brand's previous eCommerce site was based on a custom platform that inhibited its ability to keep up with spikes in traffic during promotions and seasonal peaks.

LYONSCG created a brand-centric, responsively designed eCommerce site that showcases the innovative and distinct elements of the Tarte brand. The new site was recognized by L2, a prominent business intelligence firm, which ranked Tarte number two in its ["Digital IQ Index: Beauty."](#) Tarte was also the first independently owned brand to be ranked in the Genius class by L2.

Notable features of the new site include:

- The [Custom Videos Page](#) offers an immersive brand experience where visitors can filter by topic or "Featured Tartelette," watch tutorials and shop products from the video.
- The [Foundation Finder](#) helps shoppers determine the best foundation for their unique skin tone.
- The new "Tarte <3 Rewards" loyalty program helps Tarte drive engagement and loyalty and develop a deeper understanding of its customers.

"Tarte is a growing, inventive brand and we are thrilled to be working with them," said Dave Barr, Co-Founder and Executive Vice President at LYONSCG, part of the Capgemini Group. *"Our team promised a visually dynamic and engaging digital experience, and we are very proud of the solution we delivered. We look forward to providing support services and continuing to optimize the online experience for this amazing brand."*

###

About Lyons Consulting Group

Lyons Consulting Group (LYONSCG), part of the Capgemini Group, is a leading global commerce service provider, with capabilities that include consulting, digital agency, systems integration, technology services, and managed services. LYONSCG combines proven methodologies, deep technical expertise, and award-winning design to create digital commerce experiences that engage and convert consumers and buyers. Hundreds of leading B2C and B2B brands trust LYONSCG to realize their commerce vision and continually optimize it to drive profitable growth. LYONSCG is a partner of Salesforce Commerce Cloud, SAP Hybris, and Magento; is a recipient of Salesforce Commerce Cloud Global Sales Partner and Delivery Partner of the Year awards, and Magento Partner Excellence and Magento Innovator of the Year awards. For more information, go to www.lyonscg.com.

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion (about \$14.4 billion USD at 2017 average rate).

Visit us at www.capgemini.com. *People matter, results count.*

Salesforce, Commerce Cloud and others are among the trademarks of salesforce.com, inc.