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Capgemini's LYONSCG creates immersive digital experience for FootJoy's new luxury product collection

FJ1857.com showcases the art of shoemaking with elevated design and shopping features

Chicago – January 10, 2019 – [Lyons Consulting Group](#) (LYONSCG), part of [Capgemini](#), today announced the next phase of its engagement with FootJoy, an Acushnet company and maker of superior golf footwear, gloves and accessories. LYONSCG's implementation and support teams were tapped to build and optimize the [FJ1857.com](#) site, showcasing FootJoy's new luxury collection for golf enthusiasts.

"FootJoy wanted to release an elevated site experience that represents the premium brand. Together with our FootJoy creative team and LYONSCG, we were able to achieve that," said Kristina Hennessey, Head of Direct to Consumer Business Operations at FootJoy.

FootJoy knew its FJ1857 eCommerce site needed to be an exceptional brand experience, and a reflection of the premium line of products on display. FootJoy turned to LYONSCG, a trusted partner for more than three years, to bring to life the sophisticated features and experience FootJoy designed for the site.

The FJ1857 collection is presented as an immersive digital experience from the moment a visitor reaches the site. The homepage greets customers with an engaging video overlay and an assortment of premium products. This approach showcases FootJoy's craftsmanship in a new light, and the storytelling nature of the site encourages shoppers to spend more time engaging with the brand and learning about the extensive, 150-step shoemaking process.

"LYONSCG is proud to have worked with the Acushnet Company on a variety of instrumental projects over several years," said Dave Barr, Co-Founder and Executive Vice President at LYONSCG, part of the Capgemini Group. *"With the recently launched FJ1857 site, luxury crafted shoes and apparel are showcased using video overlay and photography. This design elevates the customer's online shopping experience to a whole new level."*

LYONSCG's eCommerce offerings complement Capgemini's unique combination of capabilities, alliance relationships, and experience delivering end-to-end technology and business solutions for retailers throughout their transformation journey. Capgemini helps retailers imagine and realize a better future for their business through business model innovation, enterprise strategy, technology design, digital transformation, infrastructure deployment and hosting, and business services support.

Capgemini has been a global strategic consulting partner with Salesforce for more than 10 years. Its client success has positioned it in the [Winner's Circle by HfS for Salesforce Services 2017](#). Capgemini's acquisition of LYONSCG, in addition to [Itelios](#) and [LiquidHub](#), has expanded its global network of certified Salesforce

experts. Capgemini's capabilities and solutions portfolio have also expanded to meet the digital customer experience needs of clients around the world, enabling them to achieve innovation and competitiveness.

LYONSCG and Capgemini are exhibiting at NRF 2019: Retail's Big Show from January 13-15 in New York City's Javits Center, Booth 2473 on Level 3.

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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).

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