



press release

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## **docdata commerce to work on Lulu Guinness site refresh**

Over the last couple of years the press have been swift to pick up on the growing popularity of Lulu Guinness within the UK designer market. With her strong, quirky and confident creations, Lulu's handbags are frequently seen draped over the arms of British celebrities including well known models, pop stars, socialites and fashion industry types.

To capture their swiftly increasing fan base Lulu Guinness are looking to refresh their current transactional site, and unveil a new look and feel with added functionality to ease use and enjoyment of the online store for their enquiring and loyal customers.

Since winning the competitive pitch for the project, docdata commerce have been involved in the consultancy and planning elements of the rebuild, to be followed with development work on the updated site architecture, functionality and e-marketing strategy.

The new UK ecommerce site is scheduled to roll out in the first quarter of 2010, with the US site to follow next year as the second phase of the project.

Ryan Kliszat, MD, docdata commerce: 'We look forward to adding more of the wonderful spirit and exuberance of Lulu's brand into the online mix, whilst maximising growth with new international audiences and channels.'

To find out more please visit [www.docdatacommerce.co.uk](http://www.docdatacommerce.co.uk) t.0207 580 2880

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