

HOW A CLASSIC BEAUTY BRAND

TRANSFORMED THEIR RETAIL EMPIRE

by centralising their operations with a single solution.

“Zenoti has enhanced our brand experience with a seamless solution which deepens our relationship with both in-store consultants and consumers – and simplifies the consumer journey. Zenoti also provides better insights into purchase behaviour and KPI tracking to enhance our efficiency.”

Nicole Melmore

Head of Marketing
Elizabeth Arden

The Brand

Founded in 1910, Elizabeth Arden is synonymous with timeless beauty. Famous for their heritage and dedication to innovation, the brand carries a legendary product line that has graced the faces of generations of women.

The Challenge

The beauty trailblazer wanted to streamline operations and get a comprehensive birds-eye view of their expansive business. They needed a technology partner that could help them manage their in-person beauty services and significant retail operations – ideally with one solution.

The Solution

The brand switched to Zenoti across 66 centres to gain an unprecedented level of access to their operations from one central platform. They can now effortlessly oversee the entire business, from single-location detail to a nationwide view.

It's now easy for Elizabeth Arden to promote their brand effectively and manage their stores efficiently. They can:

Drive sales through targeted marketing campaigns.

Run nationwide promotions and discounts with ease.

Manage every location's inventory from one central point.



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