



# AESOP’s MENA Masterpiece: Luxury Skincare Meets Shopify Plus

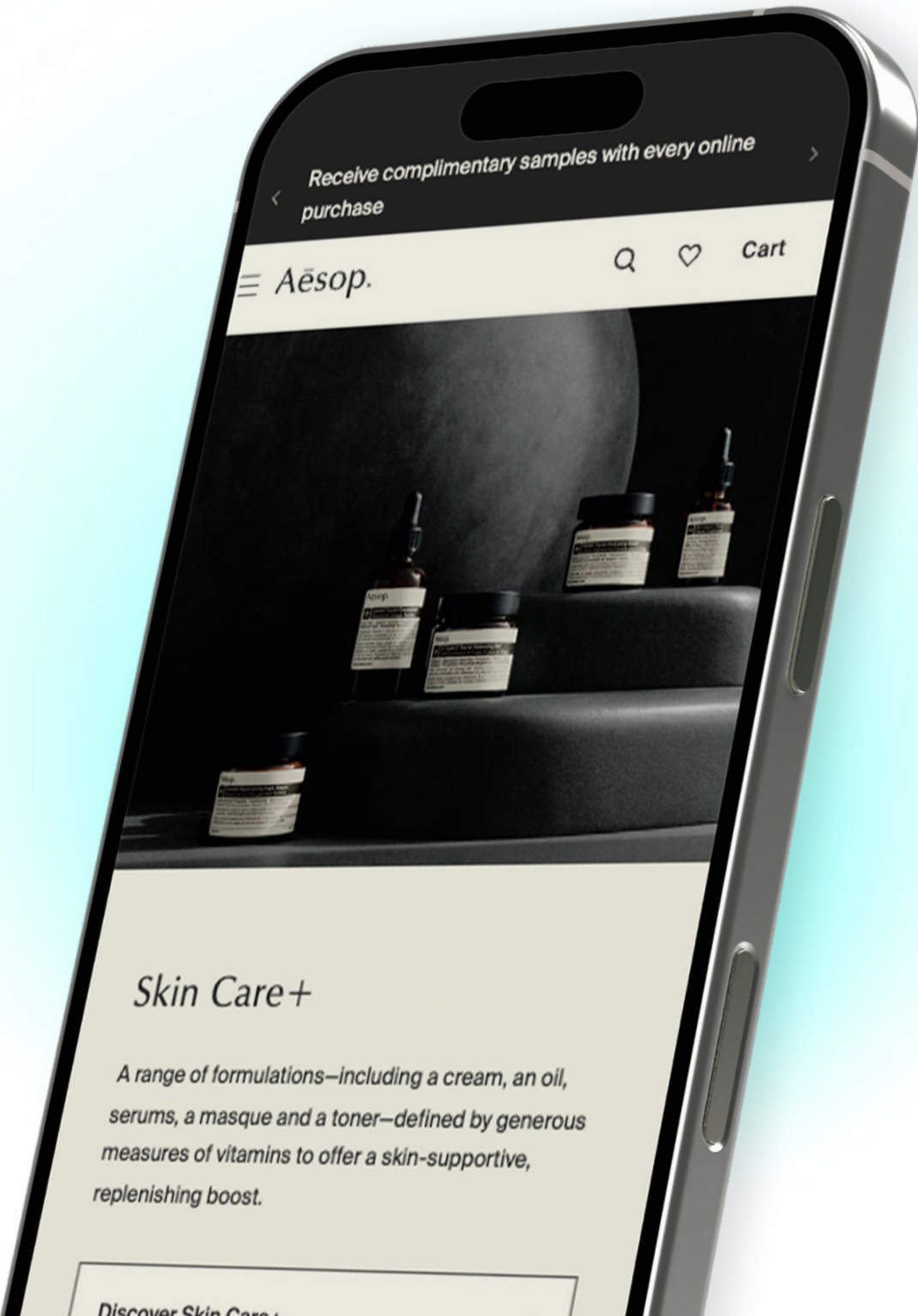
Arabic Localization & Mobile-First Design Boost Engagement by 65% in GCC Markets

Client: AESOP  
Industry: Beauty & Personal Care  
Website: [www.aesop.ae](http://www.aesop.ae)  
Location: UAE, KSA  



Services Delivered:

-  **shopifyplus**
-  UI/UX Design
-  Logistics Integration
-  E-commerce Development

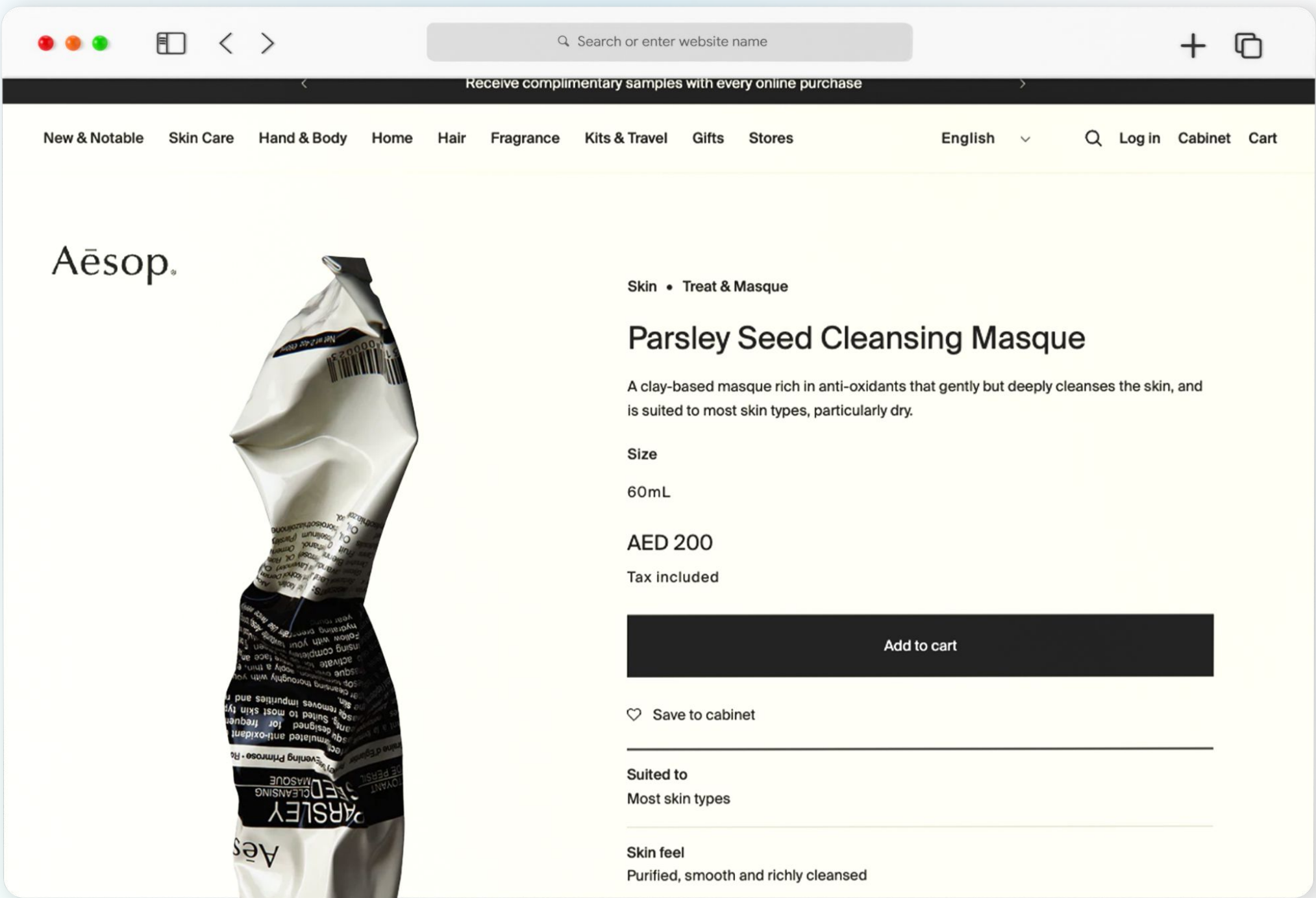


Overview:

# From Artisan Craft to Digital Legacy

Founded in Melbourne in 1987, AESOP has cultivated a distinguished reputation as a premium skincare and cosmetics brand, celebrated for its sustainable, cruelty-free formulations and minimalist elegance. With a global footprint, AESOP sought to strengthen its digital presence in MENA by launching region-specific e-commerce platforms that combined luxury aesthetics with seamless functionality.

Partnering with Devsinc (formerly Alchemative), AESOP embarked on a large-scale digital transformation to deploy two tailored Shopify stores for the UAE and Saudi Arabia. The objective: deliver a hyper-localized, frictionless shopping experience while maintaining the brand’s premium ethos and operational scalability.





Challenge:

# Why AESOP Needed a Regional E-commerce Strategy

Expanding into MENA required more than a one-size-fits-all approach. AESOP faced unique market complexities **demanding localized solutions.**



## Multi-Market Fragmentation:

Creating two distinct e-commerce stores for UAE and KSA, each requiring localized UX, compliance, and logistics.



## Brand Consistency vs. Localization:

Balancing AESOP's global luxury identity with culturally tailored Arabic-English interfaces.



## Real-Time Logistics Hurdles:

Ensuring seamless order tracking and inventory sync across regions with disparate shipping providers.



## Data Security & Trust:

Implementing enterprise-grade encryption and payment security to align with premium customer expectations.



Solution:

# How Devsinc Engineered AESOP's MENA E-commerce Success

Strategic Shopify Plus platforms were built from scratch, integrating localized UX, bilingual functionality, and automated logistics to empower AESOP's regional growth.



## Optimized Multi-Market Scalability:

Deploying two dedicated Shopify Plus stores enabled AESOP to tailor UX, pricing, and logistics per region, eliminating the inefficiencies of a monolithic platform.



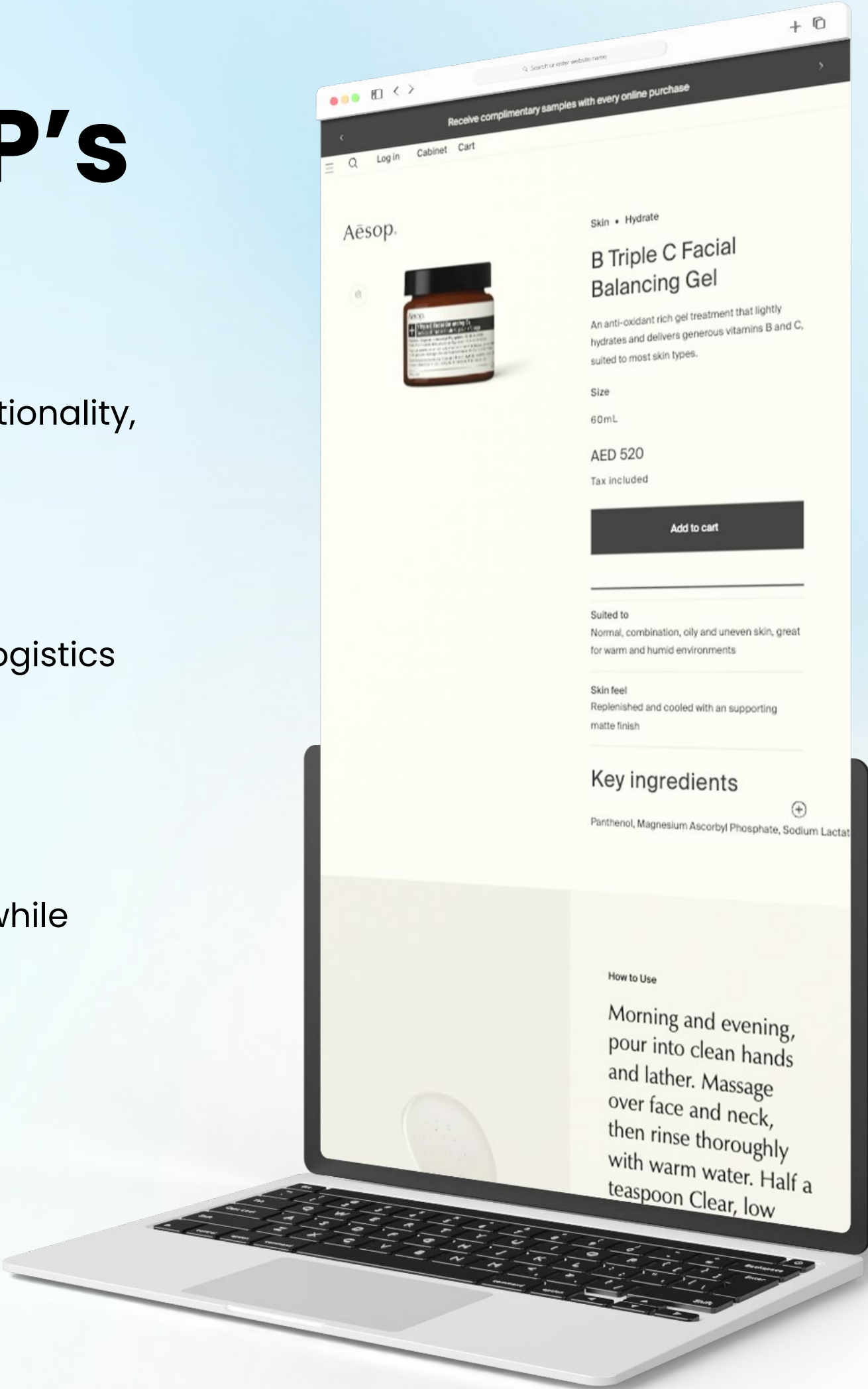
## Luxury-First UI/UX Framework:

A visually cohesive yet regionally adapted design preserved AESOP's premium ethos while simplifying navigation, reducing checkout steps by 40%.



## Seamless Arabic-English Localization:

RTL support and geo-detection automated language preferences for KSA enhancing engagement with culturally resonant content.







### Unified Logistics Automation:

Real-time carrier API integrations cut manual tracking inquiries by 70% and ensured accurate, localized shipping costs.



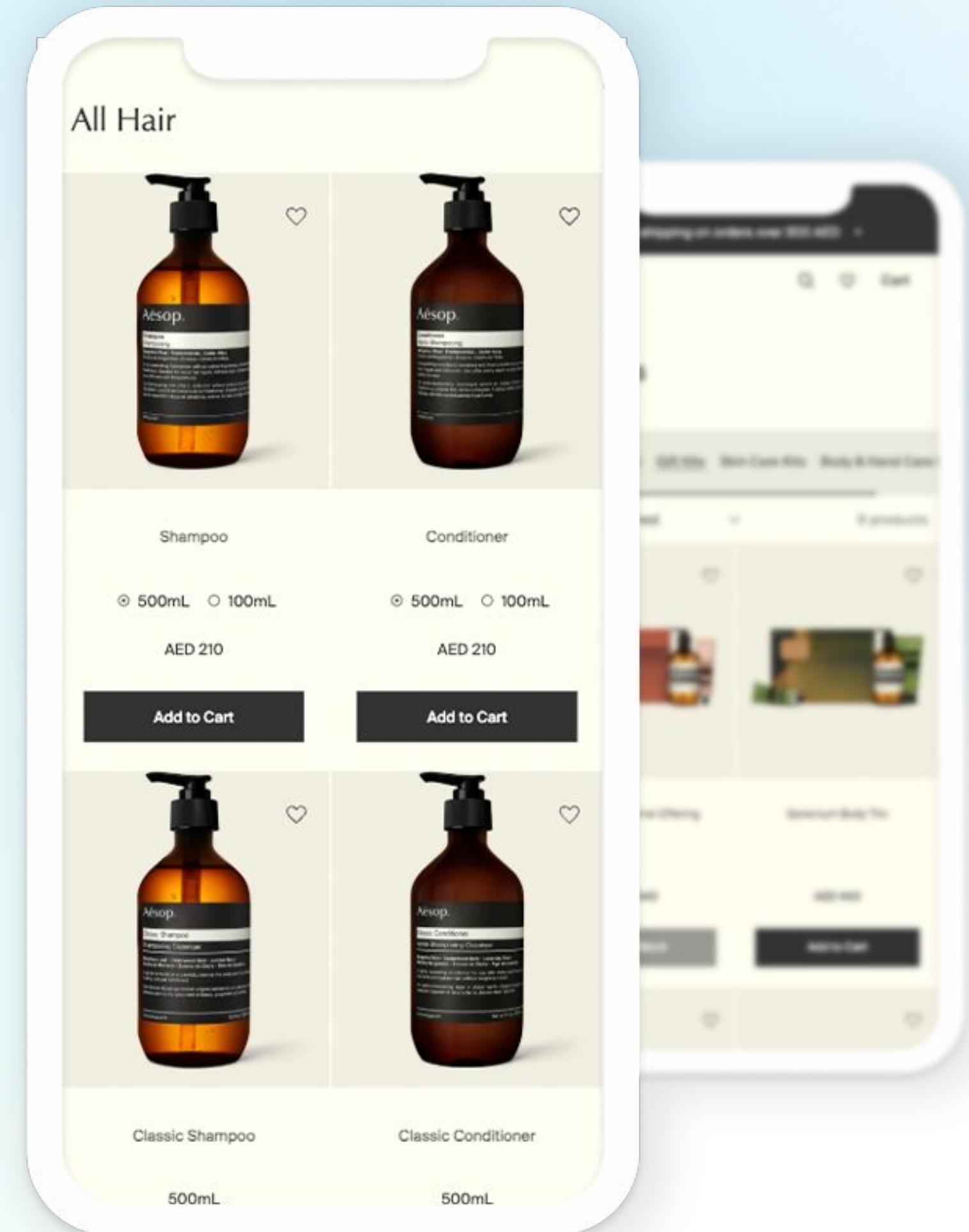
### Enterprise-Grade Security Protocols:

PCI-DSS compliance and SSL encryption eliminated fraud risks, aligning with luxury shoppers' expectations for data protection.



### Performance-Optimized Infrastructure:

CDN-powered hosting and mobile-first design achieved <2s load times across all MENA markets.



Results:

# A Brilliant Digital Transformation with Measurable Impact

The two bespoke Shopify stores not only preserved AESOP’s luxury appeal but also drove measurable growth. By leveraging Shopify’s versatile capabilities and Devsinc’s expertise in e-commerce development, AESOP **established a strong digital footprint** in the MENA region. The successful implementation of tailored, localized platforms empowered AESOP to deliver exceptional customer experiences, setting a solid foundation for **long-term growth and global expansion**.



**3x**  
Faster  
Checkout

Streamlined flows reduced drop-offs by 35%.

**95%**  
Uptime

**Zero downtime** during peak sales (e.g. Ramadan).

**50%**  
Higher  
Conversions

Geo-targeted promotions + Arabic UX.

**100%**  
Secure  
Transactions

Zero fraud incidents post-launch.

**Unified  
Logistics**

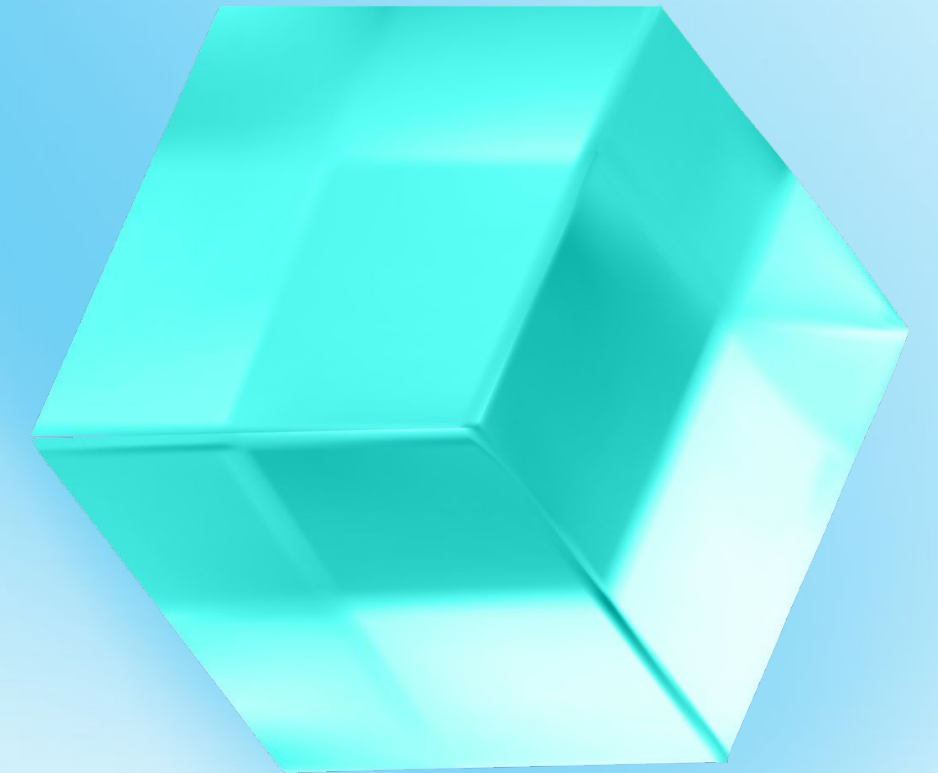
**30% faster delivery** via automated tracking.

# Let's make your brand the next success story!

## About Devsinc

Devsinc is a premier full-stack technology partner delivering enterprise-grade software solutions through **15+ years** of expertise in AI, cloud, and data modernization. With **3000+** projects for **250+** global clients, our **1200+** engineers empower Fortune 500s and high-growth startups alike, driving digital transformation through innovation, scalability, and domain expertise.

Our global footprint spans strategic offices in the UAE, UK, US, and KSA, complemented by delivery centers across three continents. We combine institutional-grade security with cutting-edge agility to build adaptive digital ecosystems. Specializing in turnkey transformation, we future-proof operations and unlock exponential value through technology-led innovation.



Get in touch:

[global.business@devsinc.com](mailto:global.business@devsinc.com)



# Devsinc

*Partner with Devsinc to transform your ideas into cutting-edge digital solutions. We're ready to bring your vision to life.*

## **United States of America:**

18 S 2nd Street #120 San Jose, CA, 95113,  
United States of America.

## **United Kingdom:**

128 City Road London, EC1V 2NX  
United Kingdom.

## **United Arab Emirates:**

Concord Tower, Internet City, 9th Floor,  
Black Sea Business Centre.  
Dubai.

## **Kingdom of Saudi Arabia:**

3141 Anas Ibn Malik Rd, Al Malqa,  
13521, Riyadh.

## **Pakistan:**

### **Global Delivery Centre:**

Devsinc Tower, Ghazi Road,  
Lahore, Pakistan.

### **Delivery Centre -2 Islamabad:**

Devsinc, 102 China Road, I-10,  
Islamabad, Pakistan.

