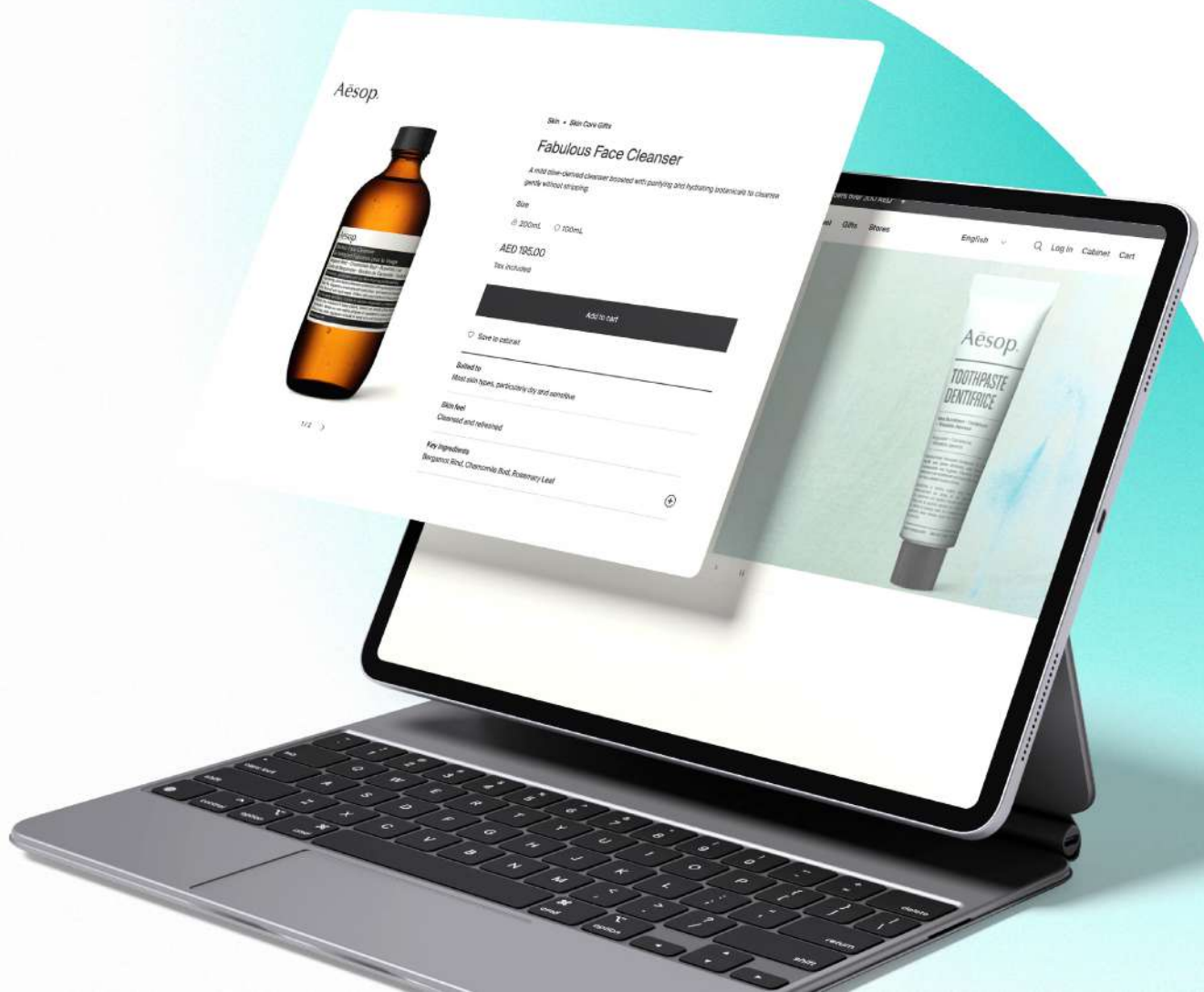


# Helping AESOP Expand to MENA Region with 3 Distinct Digital Commerce Platforms

Partnering with Alchemative (**acquired by Devsinc**), AESOP initiated a comprehensive **digital transformation to strengthen its online presence** in the UAE, Saudi Arabia, and Qatar. The goal was to develop tailored e-commerce websites that offered a seamless shopping experience, ensuring intuitive navigation, localized features, and enhanced accessibility, ultimately elevating customer engagement and expanding the brand's regional market reach.



# Scalable E-commerce with Shopify



Founded in **Melbourne in 1987**, AESOP has built a distinguished reputation as a premium cosmetic brand specializing in high-quality skin, body, and hair care products. With a strong commitment to sustainability, ethical sourcing, and cruelty-free formulations, the brand has gained global recognition. To extend its reach and provide customers with seamless access, AESOP sought to expand its presence through e-commerce.



# Catering Regional Preferences

To expand operations in the region, AESOP required three unique e-commerce websites on the Shopify platform targeting the MENA markets. The e-commerce overhaul involved custom designs, intuitive navigation, personalized user experiences, consistent branding, bilingual support in English and Arabic, and seamless integration of tracking, logistics, and robust data security measures.

## **Need for Multiple Websites:**

AESOP required three region-specific e-commerce websites to cater to UAE, Saudi Arabia, and Qatar markets effectively.

## **Establishing Digital Brand Identity:**

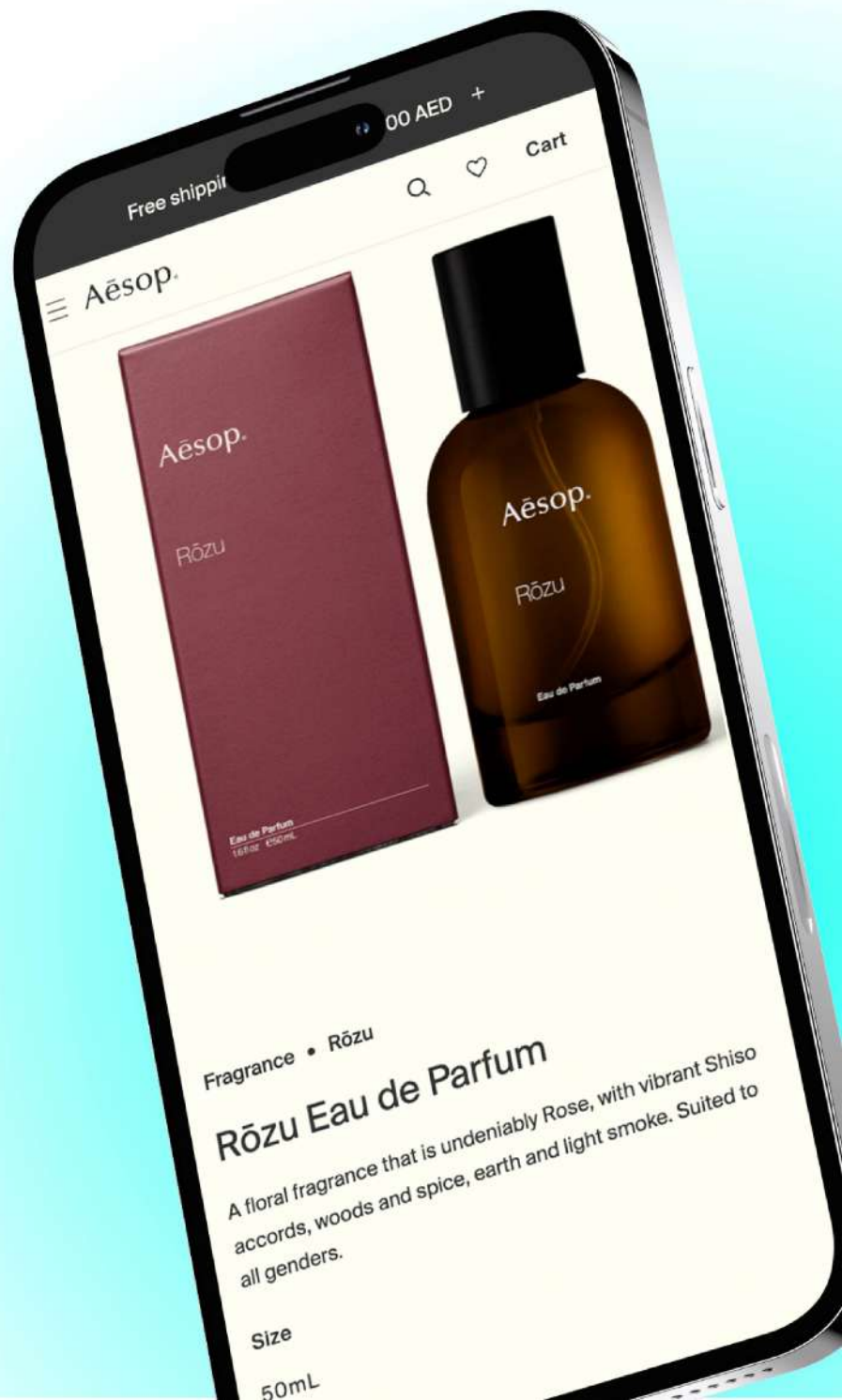
The challenge was to create a unified, visually appealing online presence that reflected AESOP's brand values.

## **Bilingual Functionality Limitations:**

Ensuring seamless English and Arabic language support was crucial for engaging diverse audiences across different regions.

## **Tracking Complexities:**

Managing order tracking and logistics was challenging, requiring seamless integration for real-time updates.



# Solutions Provided

To align with AESOP's brand ethos and meet its specific e-commerce needs, a meticulously crafted strategy was developed. The approach focused on delivering a seamless shopping experience while maintaining the brand's premium appeal. Below are the key solutions implemented:

## Tailored Design:

Designed a visually stunning website reflecting AESOP's brand identity, incorporating client insights and industry trends for a user-friendly, premium shopping experience.

## Intuitive Navigation:

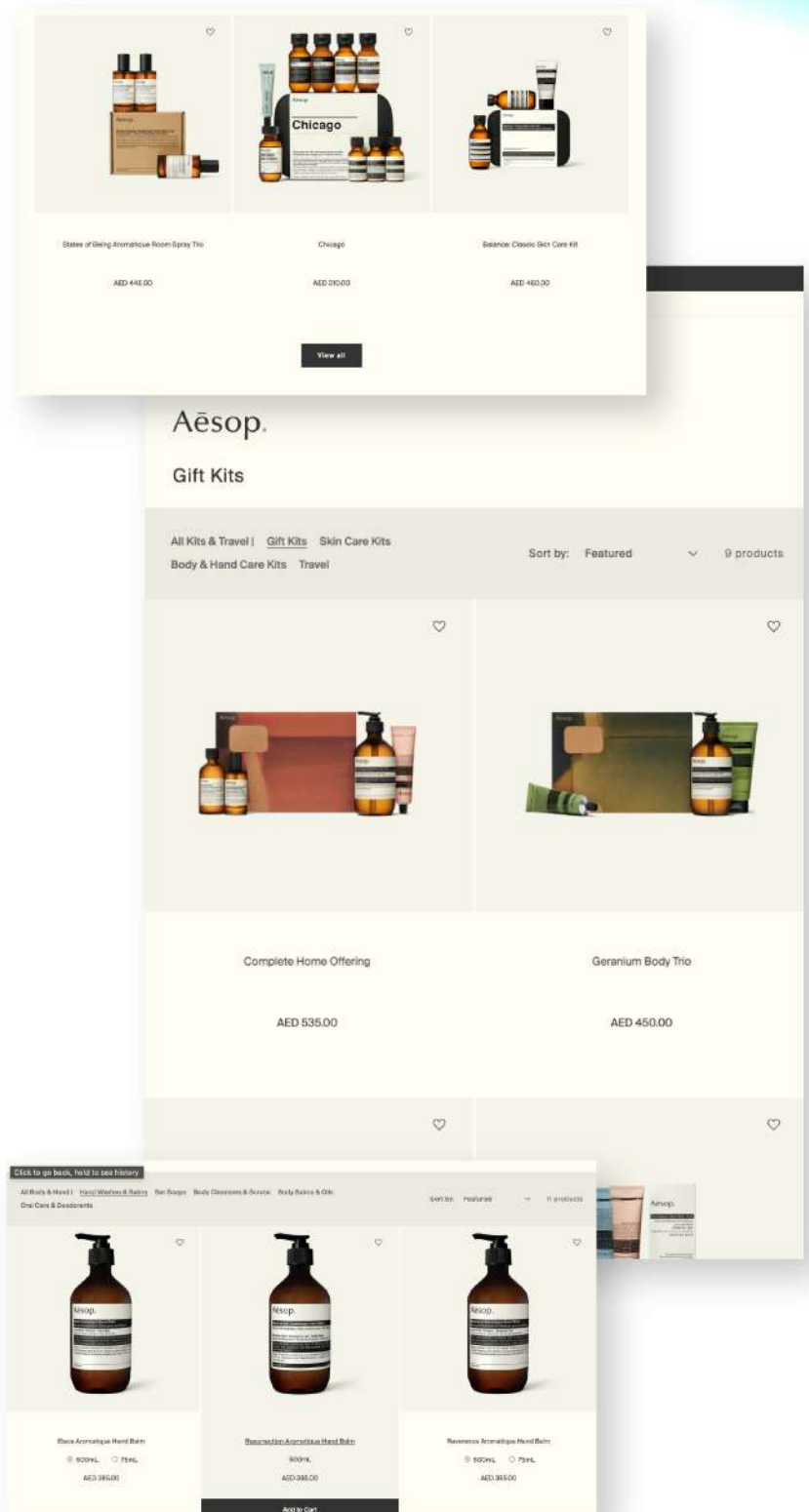
Simplified browsing with clear product categorization and an optimized checkout process to enhance user experience and increase conversion rates.

## Personalized User Journeys:

Customized experiences for UAE, Saudi Arabia, and Qatar, with localized language support and region-specific product recommendations to boost engagement.

## Logistics Integration:

Implemented real-time order tracking and seamless inventory management to improve operational efficiency and enhance transparency in the fulfillment process.





# Benefits Achieved

Our collaboration with AESOP led to the successful launch of three customized e-commerce websites, ensuring a seamless shopping experience while preserving the brand's identity. By prioritizing localization, user experience, and security, AESOP strengthened its digital presence.

**Consistent Branding:** Maintained AESOP's brand identity across all three websites, ensuring typography, colors, imagery, and messaging aligned with the brand's premium and sophisticated aesthetic.

**Responsive Development:** Created fully responsive websites for seamless functionality across desktops, tablets, and smartphones, ensuring accessibility and an optimized user experience for all customers.

**Data Security:** Implemented SSL encryption, secure payment gateways, and routine security audits to protect customer data and ensure a safe online shopping environment.

**Arabic Localization for Saudi Arabia:** Developed an Arabic-language website tailored for Saudi customers, ensuring culturally relevant content, intuitive navigation, and a seamless user experience.

