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Capgemini supports ERES, the luxury fashion house, in the redesign of its e-commerce site

ERES customers now benefit from a new online experience, elegant and uncluttered, just like its stores.

Paris, April 21, 2021 - ERES has chosen Capgemini to assist in the redesign of its e-commerce site to facilitate the user journey and deliver a high quality customer experience. The online store was deployed Europe-wide in March 2020 and has enabled ERES to maintain its connection with its customers during the health crisis and to offer them a personalized digital experience. The site has been accessible in the United States since November 2020.

In 2015, ERES turned digital by deciding to undertake an activity that would quickly prove to be strategic: e-commerce. After the first years of development and development of customer loyalty online, ERES wanted to take a new step and redesign the ergonomics of its site to adapt to new consumer expectations and market best practices.

Following a request for proposal, ERES chose Capgemini's teams, experts in the Salesforce Commerce Cloud solution that ERES had chosen for its e-commerce development. Capgemini advised ERES to combine the power of Salesforce Commerce Cloud's native functionality with the company's usage and customization needs.

An aesthetic, harmonious, and accessible site
Capgemini also demonstrated its ability to meet the various challenges involved in creating an effective e-commerce site: the demanding graphic universe created with the design agency, which was awarded by the Top/Com d'Or 2020 in France in the e-commerce site category, the challenges related to Search Engine Optimization as well as the quality of the content and visuals. The Capgemini teams designed a site that is accessible to all (including users with disabilities) and a "Mix and Match" functionality that allows ERES customers to immediately put together a two-piece swimsuit or lingerie set.

A website that can be adapted internationally
Building on the success of its European e-commerce site, ERES entrusted Capgemini with the creation of a version of the site for the U.S. market, which went live in November 2020.

"Capgemini's teams listened to our brand's needs and provided guidance and advice to enable ERES to make the best choices to reconcile strategic challenges and operational constraints. In addition to their technical expertise, Capgemini has proven to be a trusted partner, keeping their commitments and demonstrating responsiveness and adaptability to best serve ERES' interests. The launch of the European site was a first step in the collaboration between our companies: it was without hesitation that ERES chose to entrust the maintenance of its site, as well as its new e-commerce launch projects, to Capgemini," said Vanessa Méheut, Eres' e-commerce manager.

"ERES understood even before the health crisis the importance of redesigning their online business to create a personalized, quality digital experience for its customers on the one hand, and to facilitate site management by ERES administrators on the other. With the support of our Salesforce experts, ERES set up its e-commerce site just before the first lockdown in March 2020." Thomas Hallais, Account Executive Capgemini in France.

About ERES
ERES is a singular and distinctive brand that offers a refined wardrobe of swimwear, lingerie and activewear, elegant pieces that combine designed cuts and exceptional materials. ERES enhances women's bodies with style and comfort. www.eresparis.com/us/en-US/home

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