

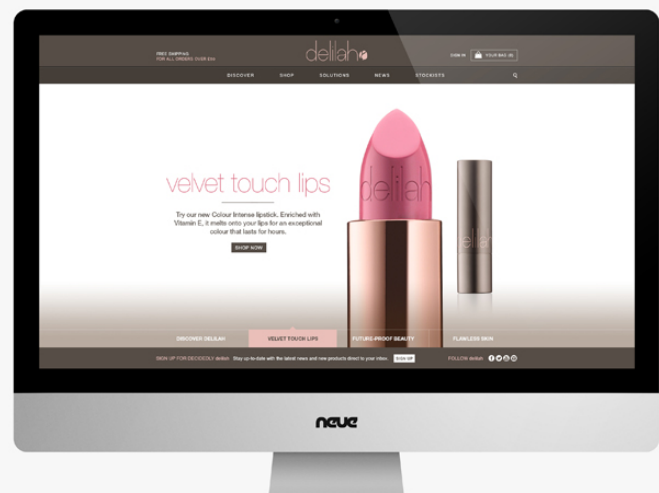
Health and beauty ecommerce specialists Neue Media launches iconic British cosmetics brand and website

Best practice approach visually articulates the unique distinguishing features of a new icon in British beauty that engages, inspires and services the consumer.

LONDON, GREATER LONDON, UK, September 23, 2014 /EINPresswire.com/ -- [Neue Media www.neue-media.co.uk](http://www.neue-media.co.uk) have launched a new brand-led ecommerce platform for new cosmetics brand [delilah](http://www.delilahcosmetics.com). Addressing the dearth of boutique British brands and driven by a desire to help women of all ages look and feel beautiful, the delilah ecommerce website www.delilahcosmetics.com combines a passion for cosmetics whilst maintaining customer engagement across different devices. With only a logo to work with, this was also a branding exercise, defining tone of voice, look and feel, as well as delivering a content-rich ecommerce platform that truly stands out visually and tonally in a highly competitive marketplace.

The site was developed on the Magento Community platform for ecommerce functionality, WordPress to manage editorial content and additional third party integrations for warehouse and fulfilment. The website was optimised for multiple devices including desktop, tablet and mobile to cater for the growing number of beauty consumers using smart phones to research, compare and discover new brands. The consumer-facing site also includes a secure trade area, with 24/7 access through a password protected login that allows trade partners to order products, access branded assets, video demonstrations and trade offers.

Says delilah director Rupert Kingston: "Neue Media understood our vision from the very first meeting. They have always felt like an extension of the creative team, helping to craft some of the brand assets



Home page



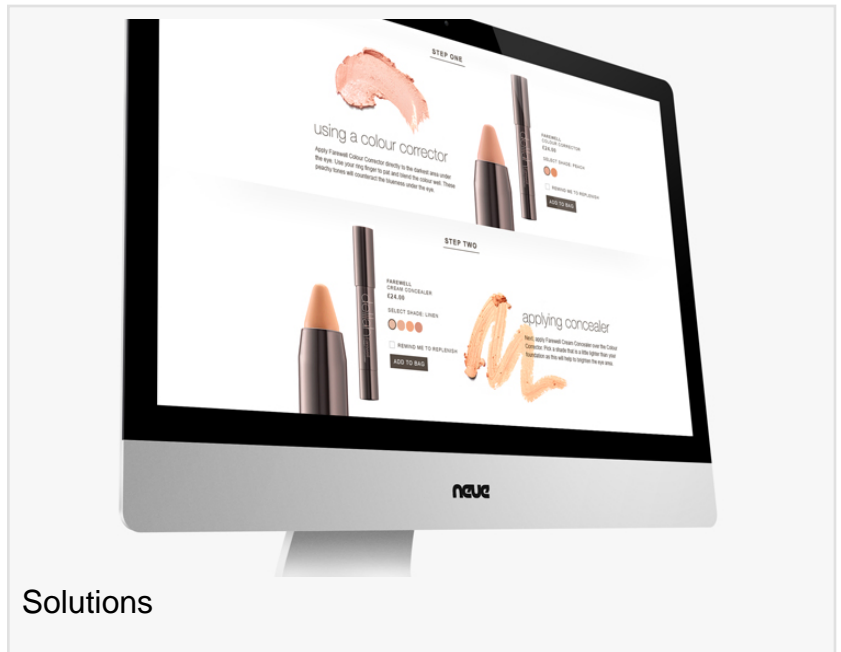
Brand story

and guiding us through the process of creating a unique user experience. Their ability to communicate efficiently with the team at delilah has made the challenges of creating a website from scratch almost effortless.

"As a new brand, the site was going to be the first touch point for many of our customers so telling the delilah story was critical. The site encapsulates the same feeling as actually using a delilah product, a feeling of simplicity and understated luxury."

Says Nic Aylett, MD of Neue Media: "The cosmetics industry is a crowded market, but with many brands still not investing online, they often look, feel and sound the same.

Solutions



"Successful ecommerce requires more than creating a website where consumers can buy your products. These days sites need to lead the way, flying the flag for brands, communicating key messages, connecting social networks and consumers, telling brand stories and generating revenue."

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Rupert Kingston

delilah also provided a solution section offering education and advice – this mix of content and commerce is essential for today's savvy beauty consumer more attuned to browsing and snacking on content. This was executed through integrating Wordpress for a more editorial layout to provide an overall new retail experience.

The project has been a resounding success from start to finish with continued work to evolve the site planned for the future.

ends

Notes for editors

Neue Media is a digital design agency specialising in creative ecommerce for health, beauty and cosmetic brands. Clients include Annick Goutal, Thalgo, Swissline, Aromatherapy Associates, Drip, Selexir.

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