

# Customer Success Story

Presented by **Lithium**

Debenhams  
**beautyclub**  
community

Jane Exon  
Director of Marketing  
Operations, Debenhams



LIVE  
2018

Presented by **Lithium**

# DEBENHAMS REDESIGNED

## Destination

- Profitable Destination stores
- Leading premium beauty retailer
- Top 5 Fashion & Home retailer

## Digital

- Top 10 Retail Website
- The leading beauty social media forum
- c. 30% UK sales via digital/social

## Different

- Well differentiated brand matrix
- c. 50% exclusive to Debenhams
- Lean operating model

Positioning Beauty Club Community as a business-wide priority has contributed to the successful launch of the platform

# LAUNCH VIDEO

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Patricia Bright

#CXLive

# OUR TIMELINE

The brief arrives!



Nov 17

Soft Launch



Aug 18

Today



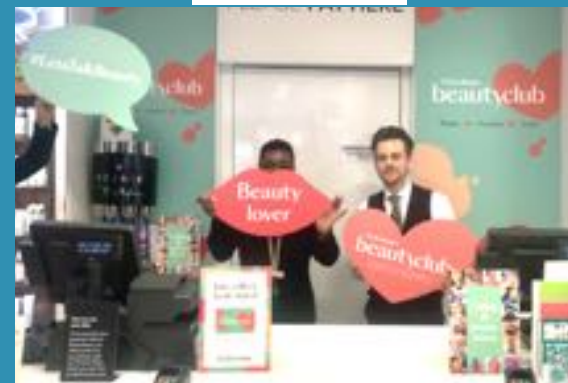
Nov 18

Jan 18



Facebook Trial

Sept 18



Full Launch

#CXLive

Debenhams  
**beautyclub**  
community

Q&A



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# BEAUTY CLUB COMMUNITY MEMBERS VIDEO



#CXLive