

FRAGRANCE AND PERSONAL CARE

La Perla Beauty embarks on extensive digital strategy

January 12, 2022



La Perla Beauty is elevating its digital technology capabilities. Image credit: La Perla

By LUXURY DAILY NEWS SERVICE

Italian lingerie brand La Perla has joined forces with [Contentstack](#), [BigCommerce](#) and [Like Digital](#) to elevate the digital capabilities of its beauty subsidiary La Perla Beauty.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Through this strategic digital partnership, La Perla will launch more than 20 digital storefronts, after an extensive market review. This marks the first stage of a long-term technological strategy, reflecting La Perla's plans for growth in the coming years.

"As a new haute fragrance house, we are committed to the practical expression of our brand pillars of taking care of our bodies, the planet and each other," said Pamela Reynolds, vice president of ecommerce for [La Perla Beauty](#), in a statement.

"When it comes to the La Perla Beauty digital experience, we place huge value on education, community and demonstrating our clean beauty credentials and typically these considerations are beyond the capabilities of a traditional CMS."

Digital beauty

As an Elite BigCommerce partner, Like Digital has more than 10 years of experience developing ecommerce capabilities on the platform, including the build and user experience for La Perla lingerie.



La Perla Beauty is focused on clean beauty products. Image credit: La Perla Beauty

Instead of creating a stand-alone ecommerce site and moving on, Like Digital plans to help La Perla Beauty create a comprehensive, global omnichannel platform that enables a consistent and premium digital experience for customers.

Through a Microservices, API, Cloud and Headless (MACH) approach, La Perla Beauty will be able to adapt quickly to changing demands from the market or from within the brand.

Despite its high-touch nature, the beauty sector has grown increasingly digital over the past two years, largely due to the COVID-19 pandemic.

For instance, beauty group Este Lauder Companies has embraced a variety of omnichannel tactics, from virtual consultations to Postmate deliveries, to bring the cosmetics counter to shoppers' homes.

The company overhauled its customer relationship management system about two and a half years ago, and since then has been able to better assist consumers with fulfillment ([see story](#)).