

## **DOUGLAS Group launches premium redesign of websites, online shops and apps**

- Focus on enhanced premium brand positioning and omnichannel activation
- Emotionally engaging, inspiring beauty experience for customers on all touchpoints
- Further premiumization of brand and consistency across all countries and channels
- High number of User Tests and A/B Tests to ensure the highest possible customer centricity
- Philipp Andrée, Chief Commercial Officer DOUGLAS Group: “Our customers expect a holistic and coherent experience across all channels. With our premium redesign, we are now taking omnichannel beauty shopping to a new level while at the same time elevating our brand.”

**Düsseldorf, 7 October, 2024** – The DOUGLAS Group, Europe’s number one omnichannel destination for premium beauty, has rolled out a major redesign of its websites, online shops and apps for a further improved customer experience and enhanced brand positioning aligned with the premium appeal and identity of the DOUGLAS brand. The upgraded design aims to create an emotionally engaging beauty shopping experience and closely interlinks the online channels with the around 1,870 DOUGLAS and NOCIBÉ stores for a true omnichannel journey.

Philipp Andrée, Chief Commercial Officer of the DOUGLAS Group, said: “We know that our customers want more than just being able to do beauty shopping online in addition to visiting the store – they expect a holistic and coherent experience across all channels. At the DOUGLAS Group, we have been following this credo for years. With the redesign, we are now taking the omnichannel experience to a new level while at the same time further elevating the premium appeal of our brand. The team has done a great job and the feedback from our customers clearly shows that we have delivered on their expectations.”

### **True omnichannel shopping and improved user experience**

In line with the growth strategy “Let it Bloom”, the redesign closely interconnects the digital channels with the on-site store experience by e.g. featuring prominent placements of the store finder, dedicated in-store services and omnichannel offerings such as Click & Collect or Click & Collect Express (available in select countries). To further facilitate cross-channel shopping, personalized services are now extended with a new “Favorite Store” function: After selecting a favorite or nearby DOUGLAS or NOCIBÉ store, users can enjoy additional benefits like information on in-store product availability, pre-filled data for e.g. Click & Collect orders, and notifications about upcoming events.

Beyond the increased omnichannel activation and a greatly enhanced, uniform look and feel with expanded space for brand showcases and clutter-free high-quality visuals, the new websites, online shops and apps also include a wide range of UX & UI updates to assist customers in quickly finding the information or product they are looking for. Customer centricity is a key success factor for the DOUGLAS Group: As part of the development process, the project team has conducted numerous User Tests and A/B Tests to ensure the highest degree of customer satisfaction.

### **App as a key performance driver**

The online business is an important pillar of the DOUGLAS Group strategy and accounts for around one third of total Group sales. In the third quarter of the financial year 2023/24, E-Com contributed 9.8% growth in sales (net). The app in particular is a strong growth driver: It recorded more than 125 million visits in the last full financial year, drives loyalty and customer activation, and acts as an omnichannel hyperconnector with around 24% of DOUGLAS Group customers also using the app.

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### **About the DOUGLAS Group**

The DOUGLAS Group, with its commercial brands DOUGLAS, NOCIBÉ, Parfumdreams and Niche Beauty, is the number one omnichannel premium beauty destination in Europe. The DOUGLAS Group is inspiring customers to live their own kind of beauty by offering a unique assortment online and in around 1,870 stores. With unparalleled size and access to customers, the DOUGLAS Group is the partner of choice for brands and offers a premium range of selective and exclusive brands as well as own corporate brands. The assortment includes fragrances, color cosmetics, skin care, hair care, accessories as well as beauty services. Strengthening its successful omnichannel positioning while consistently developing superior customer experience is at the heart of the DOUGLAS Group strategy "Let it Bloom – DOUGLAS 2026". The winning business model is underpinned by the Group's omnichannel proposition, leading brands, and data capabilities. In the financial year 2022/23, the DOUGLAS Group generated sales (net) of 4.1 billion euros and employed around 18,000 people across Europe. The DOUGLAS Group (Douglas AG) is listed at the Frankfurt Stock Exchange.

For further information please visit the [DOUGLAS Group Website](#).

### **Press Contact**

Katharina Lessenich  
CvD Group Communications  
Phone: +49 211 16847 6644  
E-Mail: [newsroom@douglas.de](mailto:newsroom@douglas.de)