



LUSH

**FRESH
HANDMADE
COSMETICS**



**FIGHTING
ANIMAL
TESTING**

**FRESHEST
COSMETICS ONLINE**



HANDMADE

**NAKED!
PACKAGING**

Digital Skills and Modern Technology

Lecturer Afzal Munna

Adrienn Duka (2009049)	Daniel Lavres(2008320)
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Lush: Background of the Organisation

Digital Skills and Modern Technology.

Mireia Una Detna (2008766)

Lecturer: Afzal Munna

Background Of The Organisation

- ▶ Lush Cosmetics is handmade body products.
- ▶ This company has nearly over 820 stores in 50 countries all over the world, and each day this organisation is increasing it's client base due to the fact that they are 100% vegetarian, 85% vegan and against animal testing. (Lush, 2020)
- ▶ Many products are sold without any packaging which makes their bright colours a central feature.
- ▶ Lush is always working to use as many natural ingredients as possible in its products, to reduce its environmental impact, to reduce packaging (and make it reusable where it is used). (Trotter,2017)

Who Started The Company?

- ▶ Lush Cosmetics was founded in 1995, Poole, (UK) by Mark Constantine and Liz Weir. (Trotter,2017)



- ▶ After their partnership with The Body Shop dissolved, they created a mail order business called Cosmetics to Go and a retail boutique called Cosmetic House, which was later rebranded LUSH. (Maratti,2012)

- ▶ Lush has become one of the most ethically clean brands on the market, refusing to buy ingredients from any company who tests, or has tested those ingredients on animals.

- ▶ The products are delivered fresh and preservative-free, they have to be moved quickly to the stores, not stored as inventory. (Dixon, Guy 2017)



What Products Do Lush Ltd Sell?

- ▶ Bath bombs
- ▶ Soap
- ▶ Hair products
- ▶ Face and beauty products
- ▶ Body lotions
- ▶ Perfumes

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**Lush: Challenges
Before Digital
Technology**

Digital Skills and Modern Technology

Adrienn Duka (2009049)

Lecturer: Afzal Munna

Lush Lab App

- ▶ Lush upgrades its e-commercial platform in the result of more innovative features to more customers. (Baldwin.2020)
- ▶ Lush wanted more control over its technology- tablet till system. (Vizard2018)
- ▶ Helping customers stay in touch during pandemic



Word of Mouth Growth

- ▶ Lush does not pay for advertising instead using word of mouth and social media. (TNW2019)
- ▶ Lush quits social media. What's next?
- ▶ According to (Sergant2020) there are certain things to be considered when making such decisions.



Challenges Before and During Pandemic:

- ▶ Virtual consultation service which enables customers to book online.
(Essentialretail.2020)
- ▶ Use of no technology in the production. Rather than automatization they focused on providing tools to their staff in a result of efficient work. (Low2020)



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**Lush: Insight To The
Modern Technology
Introduced**

Digital Skills and Modern Technology

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LUSH AND TECHNOLOGY

- ▶ LUSH is embracing the emerging technology as an example to all the other brands of how the modern technology has proven vital for the brand's survival in 2020. (Low,2020)
- ▶ The technological advancement has been made possible thanks to Adam Goswell who is leading technology research and development at Lush.



Lush Harajuku



- ▶ In 2018 they opened an exclusive bath product store called LUSH Harajuku in Tokyo. (Low,2020)
- ▶ The LUSH LABS app was developed especially for this shop.
- ▶ Lush is due to launch an experimental high-tech store in Shinjuku, Japan, including 24-hour digital shoppable windows and its own dedicated AR app.
- ▶ The ethical cosmetics giant has opened its latest “technology-led” store, six months after launching its #LushLabs concept store in Harajuku(Steven,2019).

THE NEW TECHNOLOGY INTRODUCED

LUSH UNVEILED MORE THAN ONE NEW TECHNOLOGY:

- ▶ Lush Lens - eliminates the need for plastic packaging. The app shows how products dissolve in the tub, the ingredients' properties, and the effect these can have on your skin and mood - all through your phone.
- ▶ A voice-activated assistant called Lush Concierge. This lets customers ask questions or information.
- ▶ Lush is planning to add both tools into the existing Lush app.
- ▶ Recently, LUSH launched a brand-new payment concept. It has replaced its regular till system with Android-powered tablets, which enables customers to pay anywhere in the store (Gilliland, 2018).

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**Lush: The Impact of
the Technology on
the business**

Digital Skills and Modern Technology

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Lush

- ▶ Lush is a successful company, they have over 820 stores in 51 countries, and there are growth in both sales and profits. This is one of the companies that is expected to become one of the most famous company in the world.
- ▶ Lush ask their clients for feedback to help Improve their work so that they can continue making their clients happy.

Lush 25 years

- ▶ Lush is a company that is turnover of £545m but this is nothing because this business is twice that size. Lush in 2018 they had a big lost of £4m but this didn't affect them because they made a pre-tax profit of £23.4m, all off this because of the share partners they had.

Lush Sales

- ▶ Because of the coronavirus the Brexit had to increase the costs. The tariffs had to cost £2.6m a year and all of that made lush to make a new German plant each they hope that will alleviate some of the business upheaval.

Lush Economy

- ▶ Their economy was affected because the employers they had needed to be paid and that did go around £10m per year more than the legal minimum wage and this is just one of the problems their business rates bill has also gone up by £1m.

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**Lush: Lessons to be
Drawn from the Case
Study**

Digital Skills and Modern Technology

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ONE STOP SHOP: New Store Format

*‘Beauty retailers are looking for new ways to infuse excitement into the in-store experience’
(Mintel, 2020)*



Lush's Biggest Shop in the world



Several Services: Florist, Hair Lab, Spa, Perfume Library



Market study & Target Market expertise



Online shopping increased from 34% in 2017 to 38% in 2018

NAKED STORE CONCEPT: New Packaging Format

*‘Driving incremental sales with a range of branded and sustainable pots and containers’
(Mintel, 2020)*

- ▶ Packaging-free Concept Store
- ▶ 51% of consumers are interested in purchasing in plastic-free stores
- ▶ Environmental friendly as a competitive advantage
- ▶ Trend setting brand

CRUELTY-FREE: Back in to the Public Eye

‘While animal testing
still exists Lush will
continue to fight against
it.’
(Lush, 2020)



Fighting Product Testing on Animals



Lush Prize for investigation



A transparent brand, that stands for its
value



Advocates of Sustainability

Module Learning Outcome

‘A Module Learning Outcome is a statement of what the learner is expected to know, understand or be able to do on successful completion of the entire programme.’
(Bowe et al, 2011)



Good and efficient teamwork



Better sense of time management



Being comfortable with public speaking



More proficient work on Word and Power Point



Developed knowledge in technology

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