

LiveArea Joins Shopify Plus Partner Program; Brings World-Class Commerce Solutions and Services to Small and Medium Size Businesses

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Journelle Luxury Lingerie Taps LiveArea for Managed Services

ALLEN, Texas, June 06, 2018 (GLOBE NEWSWIRE) -- LiveArea, a global commerce services provider and business unit of PFSweb (NASDAQ:PFSW), announced today it has joined the Shopify Plus Partner Program to deliver commerce solutions and services to high-growth businesses. Journelle, a New York City-based luxury lingerie brand, is teaming with LiveArea to provide technology services to manage and optimize its Shopify Plus environment.

Announced at IRCE in Chicago, the collaboration enables LiveArea to go to market with Shopify Plus, delivering solutions and services to emerging brands and high-growth businesses requiring a centralized commerce platform featuring world-class scalability, reliability, and flexibility. With a long-time history of delivering comprehensive solutions to brands in fashion and apparel, health and beauty, retail, B2B, and consumer goods, LiveArea not only implements Shopify Plus technology, but also provides an array of services pivotal in commerce today, including strategy, design, and digital marketing.

"We're excited to officially join the Shopify Plus Partner network," said Travis Hess, Executive Vice President, and General Manager, LiveArea. "It's crucial for companies of all sizes to have a trusted partner to engage customers and fully leverage strengths embedded in the world-class Shopify Plus platform to grow their businesses. Our expertise combined with the feature-rich Shopify Plus platform are strategically aligned to help take brands to the next level."

In fact, luxury lingerie brand and Shopify Plus merchant, Journelle, turned to LiveArea for ongoing managed services. "LiveArea's in-depth technical capabilities are key to going to market with such a strong Shopify site," said Lyn Lewis, Chief Executive Officer, Journelle.

In addition to optimizing the platform, LiveArea is helping Journelle improve product management and search capabilities as the brand adds to its expanding line of inventory. The combination of expertise in luxury, and fashion and apparel, along with LiveArea's ability to deliver strategic commerce services were closely aligned with Journelle's vision for a partner.

"We are thrilled to welcome LiveArea to the partner program and to entrust valued customers like Journelle to such a well-qualified partner with proven skills and results," said Martyn Boddy, Head of Partnerships, Shopify Plus. "Through our partner program, we recognize the best-in-class solutions that, together with Shopify Plus, further enable the rapid growth and innovation possibilities of today's modern merchant."

About LiveArea

LiveArea is an award-winning global commerce services provider. Our comprehensive portfolio of capabilities combines consulting, strategy, design/UX, technology, and digital marketing to bring commerce to life. For more than a decade, emerging businesses, and leading brands – including 30+ retailers ranked among the current Internet Retailer 500 – have turned to LiveArea to grow and transform their B2C and B2B commerce channels. A PFSweb business unit, LiveArea has offices in Dallas, Seattle, New York City, Raleigh, London, Sofia, and Bangalore. For more information, visit www.liveareacx.com.

About Journelle

Journelle is an emerging leader in the luxury lingerie business, bringing a fresh approach to the category through fashion-forward merchandise selection, sophisticated store design and exceptional customer care. The name, taken from the French word "journallement," meaning daily, is a nod to the belief that wearing lovely lingerie is an everyday luxury. Journelle's mission is to help women feel beautiful from the inside out, starting with the underpinnings.

About PFSweb, Inc.

PFSweb (NASDAQ:PFSW) is a global commerce services company that manages the online customer shopping experience on behalf of major branded manufacturers and retailers. Across two business units – LiveArea for strategy consulting, creative design, digital marketing, and web development services, and PFS for order fulfillment, contact center, payment processing/fraud management, and order management services – they provide solutions to a broad range of Fortune 500® companies and household brand names such as Procter & Gamble, L'Oréal USA, Canada Goose, PANDORA, T.J. Maxx, the United States Mint, and many more. PFSweb enables these brands to provide a more convenient and brand-centric online shopping experience through both traditional and online business channels. The company is headquartered in Allen, TX with additional locations around the globe. For more information, please visit www.corporate.pfsweb.com.

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