

Kendo Brands Teams with LiveArea as its Digital Design Partner

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Marc Jacobs Beauty, Ole Henriksen, and Kat Von D Beauty Get Makeovers

ALLEN, Texas, Nov. 14, 2018 (GLOBE NEWSWIRE) -- LiveArea, a leading global commerce services provider and business unit of PFSweb (NASDAQ: PFSW), completed the redesign and launch of three online flagship stores in the Kendo Brands beauty portfolio: [Marc Jacobs Beauty](#), [Ole Henriksen](#), and [Kat Von D Beauty](#). Kendo is a leading beauty brand incubator that creates or acquires brands and focuses on developing them into global powerhouses.

- In redesigning Marc Jacobs Beauty, LiveArea created an online store that mirrors the look and feel of the high-fashion brand, but adds a beauty dimension tailored to the purchase of cosmetics.
- For Ole Henriksen, LiveArea designed a new online store that reflects the brand's refreshed direction. The product line was modernized and streamlined, so LiveArea translated the new branding to a vibrant online store and product showcase aligned with the brand's look and feel.
- Kat Von D Beauty's distinctive spirit, values, and stylized aesthetic is reflected in LiveArea's design of the label's online store, which captures the beauty brand's essence through bold imagery, user experience, and editorial content.

"We chose LiveArea to design and create compelling client digital experiences for three of our brands because they have proven expertise in the beauty industry and strong skills on the Salesforce Commerce Cloud platform," said Amy Lauer, Vice President, Digital, Kendo Beauty Group. "LiveArea has insight, vision, and experience we need to create an innovative online retail presence that captures the unique essence of each brand."

Chief Revenue Officer and LiveArea General Manager Travis Hess commented: "Kendo Brands is an innovative brand builder in the beauty space and we are proud to team with Kendo to deliver stylized, digitally driven experiences that set each brand apart."

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. As 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 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.pfsweb.com.

About Kendo Brands

Based in San Francisco, CA, KENDO creates or acquires beauty brands and focuses on developing them into global powerhouses. The portfolio consists of Bite Beauty, Kat Von D Beauty, Marc Jacobs Beauty, OLEHENRIKSEN and Fenty Beauty by Rihanna. The name KENDO is a play on the phrase "can do." What characterizes KENDO is its dedication to product quality, innovation and authentic storytelling.

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