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PFSweb Launches Omni-Channel Operations for Laura Mercier and ReVive Skincare

ALLEN, TX -- (Marketwired) -- 12/17/15 -- PFSweb, Inc. (NASDAQ: PFSW), a global commerce service provider, has been engaged by Gurwitch Products, a global luxury cosmetics and skincare company, to provide omni-channel operations in the U.S. for its prestigious brands, [Laura Mercier®](#) and [ReVive® Skincare](#).

Gurwitch joined forces with world-renowned makeup artist, Laura Mercier, in 1996 to create what has now become a global brand of leading cosmetics, skincare, bath and body products. In 2008, Gurwitch acquired ReVive Skincare, which is best known for its advanced formulas that help renew and retexturize skin. Together, these brands have established Gurwitch as a recognized leader in the global luxury beauty market.

Prior to being engaged to support the omni-channel operations, PFSweb's wholly owned subsidiary, REV Solutions, had developed the direct-to-consumer websites of Laura Mercier and ReVive in 2014.

"Laura Mercier and ReVive have become two of the most highly-regarded luxury beauty brands in the market today," said Mike Willoughby, CEO of PFSweb. "Their premium position and expanding presence in the beauty industry makes them ideally positioned to benefit from our scalable omni-channel solutions.

"The addition of these services also illustrates the client engagement expansion benefit we continue to receive from our recent acquisitions," continued Willoughby. "Over the course of the last 18 months, Gurwitch has progressed from using only our web development services to now implementing a much broader solution, once again demonstrating our ability to execute our 'land-and-expand' strategy."

The new eCommerce solution was launched last month, with PFSweb providing fulfillment, reverse logistics, customer care, product content management, payment processing, fraud management, and order management for the Laura Mercier (www.lauramercier.com) and ReVive (www.reviveskincare.com) direct-to-consumer websites.

"As demand for our products grows and consumers increasingly turn to shopping online, PFSweb has provided a solution that integrates with our current websites while ensuring a seamless shopping experience for our customers," said Nancy Bernardini, General Manager. "PFSweb's scale and strong distribution platform also allows us to reach our customers more efficiently and cost-effectively."

About Gurwitch Products

Gurwitch Products is a high-end luxury cosmetics manufacturer and marketer of make-up and skin care. Products are sold in over 27 countries under brand names, Laura Mercier and ReVive Skincare, online and through retail partners including; Sephora, Nordstrom, Saks Fifth Avenue, Bloomingdales, Neiman Marcus, Holt Renfrew, Harrods, Space NK and Selfridge's.

About PFSweb, Inc.

PFSweb (NASDAQ: PFSW) is a global commerce service provider of solutions including digital strategy consulting, digital agency and marketing services, technology development services, business process outsourcing services and a complete omni-channel technology ecosystem. The company provides these solutions and services to major brand names and other companies seeking to optimize every customer experience and enhance their traditional and online business channels. PFSweb supports organizations across various industries, including Procter & Gamble, L'Oreal, LEGO, Columbia Sportswear, ASICS, Roots Canada Ltd., PANDORA, Diageo, BCBGMAXAZRIA, ROKA Sports, T.J. Maxx, the United States Mint, and many more. PFSweb is headquartered in Allen, TX with additional locations in Tennessee, Mississippi, Minnesota, Washington, New York, Ohio, North Carolina, Canada, Belgium, London, Munich and India. For more information, please visit www.pfsweb.com or download the free PFSweb IR App on your [iPhone](#), [iPad](#) or [Android](#) device.

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