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See's Candies Partners With PFSweb's LiveArea to Redesign and Launch Its New Digital Flagship

The New Digital Storefront Brings the In-Store Flavor to eCommerce

SEATTLE, WA -- (Marketwired) -- 02/16/16 -- LiveArea, the PFSweb (NASDAQ: PFSW) Agency, recently completed the redesign and launch of the new website for See's Candies, Sees.com. The site seamlessly combines a richly branded experience with eCommerce, the digital equivalent of walking into one of the venerable candy maker's charming stores.

See's Candies wanted to create an online experience more characteristic of the brand's heritage, values, and personality. To achieve that goal, they engaged LiveArea to create a site that immerses customers in the brand while providing an intuitive and efficient shopping experience.

Built on the Demandware (NYSE: DWRE) Commerce Cloud, the new site is fully responsive, ensuring a crisp and exceptional experience across desktop, tablet and mobile devices. Ultimately, the project resulted in four separate but closely related and connected sites focused on retail customers, high-quantity orders, fundraising efforts, and business gifts.

"We judge everything we do through our long-held values of tradition, quality, service and taste," said Sabrina Keller, Assistant Director, Digital Commerce and Marketing at See's Candies. "Adapting to work as if they were part of our internal team, LiveArea adopted those pillars like they were their own and created experiences Mary See would be proud of."

"Getting to work with See's Candies has been phenomenal," said Mark Moskal, executive creative director of LiveArea. "They've earned a passionate and loyal following by staying true to their values and ideals for almost 100 years. They're simply a timeless brand and it's inspiring and rewarding to help a company of this caliber continue to offer their customers the best experiences possible."

The new sites went live in January 2016.

About See's Candies

Since 1921, See's Candies has been delivering fresh chocolates and candies to more than 200 shops throughout the U.S. See's acquires the freshest and finest grade raw ingredients from all over the world to make more than 100 varieties of candies including the signature Milk Chocolate Bordeaux® and the classic Butter Cream. See's reputation for a sparkling clean black and white decor within every shop and friendly old-fashioned service remains unrivaled and yes...you always receive a free sample! For the location of the See's Candy Shop nearest you, call toll-free 800-347-7337 or log onto www.sees.com

About LiveArea

LiveArea, the PFSweb Agency, is a digital retail agency focused on creating flagship experiences for global passion brands and multi-brand retailers. From offices in New York City, Seattle, London, and Dallas, LiveArea serves some of the biggest names in the fashion, beauty, and lifestyle industries. Its offerings range from complete eCommerce implementations to award-winning guided selling apps. LiveArea provides branding, user experience design, visual design, copywriting, business analysis, interactive development, systems integration, merchandising, analytics, optimization, globalization, localization, and ongoing support.

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

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