



High performance. Delivered.

Accenture is helping Lacoste quickly establish a digital presence in a strategic market with the cloud-enabled, multichannel Accenture E-commerce Solution for China.

Client Profile

Since 1933, French premium sportswear and lifestyle brand, Lacoste, has sold high-end clothing and accessories, footwear, perfume and linens in more than 100 countries.

Business Challenge

Lacoste was seeking to tap into China's 550 million online shoppers. Although China presents an enormous opportunity, quickly establishing a digital presence in the Chinese market—which has a very complex regulatory, business, cultural and language environment—could prove difficult. As a result, many successful digital tactics in the West have not been as effective in China. Lacoste perceived that the unique e-commerce environment in China would require tailored e-commerce offerings.



How Accenture Helped

Together, Accenture and Lacoste China designed, built and operated a platform that included the official Lacoste website and e-Shop, as well as Lacoste brand sites on digital malls, like Tmall. After a successful launch, the Accenture Interactive team will now maintain the platform, upgrade required functionalities and manage content to support Lacoste in driving rapid online growth in China. Lacoste selected services from the Accenture E-commerce Solution for China: technology support, back-office services, integration with microsites, customer services, logistics payment services and social media networks. Accenture led the project management for the entire technology launch; collaborated with local design agencies; and helped to select appropriate logistics, warehouse and payment services providers.

High Performance Delivered

Accenture's ongoing support over a four-year contract will help Lacoste to hit the ground running and grow its digital business to achieve business targets. Accenture has helped Lacoste keep many balls in the air, coordinating requirements, local providers and technology in a timely, fluid manner. In addition, since the Accenture E-commerce Solution for China taps into skilled resources and local experience, Lacoste has been able to establish a digital presence in the market much more quickly than by doing it alone. With the cloud platform based on Demandware Commerce and a pool of talent from Accenture China, Lacoste can easily and rapidly scale up the technology to meet potential business demand. All of Accenture's work behind the scenes means Lacoste can focus on building and expanding its brand in China.

"Accenture's scalable e-commerce solution offers Lacoste the ability to quickly reach millions of Chinese consumers, and provide them with a quality and secure online experience. When we looked at doing this work ourselves, the estimates were that it would take 12-14 months to get off the ground. Working with Accenture means we'll be able to reduce the launch time frame to five months."

—Sébastien Fayet, Head of Digital at Lacoste

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 289,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is www.accenture.com.