

LolaLiza

Client

LOLALIZA

Agency

EMAKINA

Services

E-COMMERCE / USER

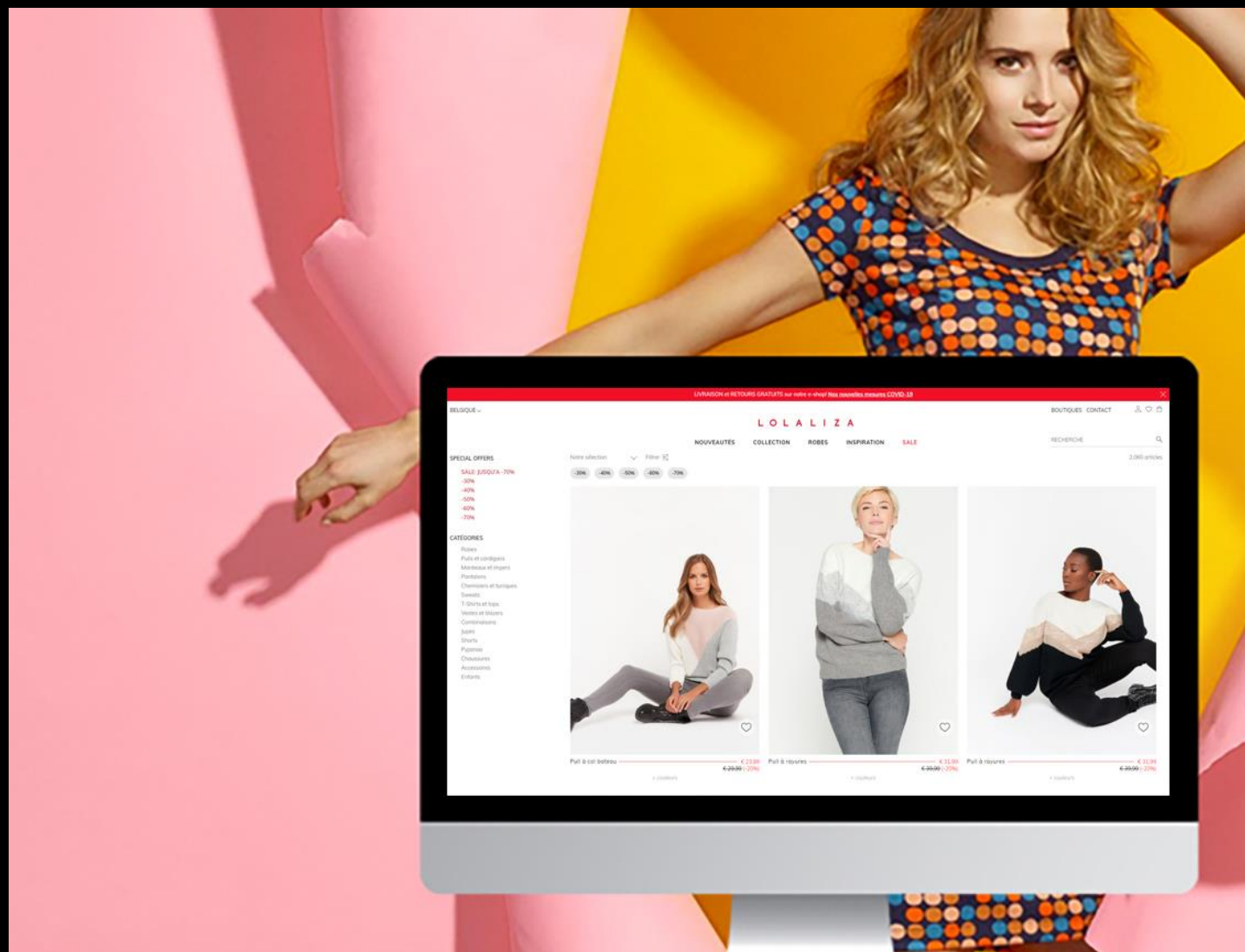
EXPERIENCE / WEB BUILDING /

WEB DESIGN /

Technology

SALESFORCE COMMERCE

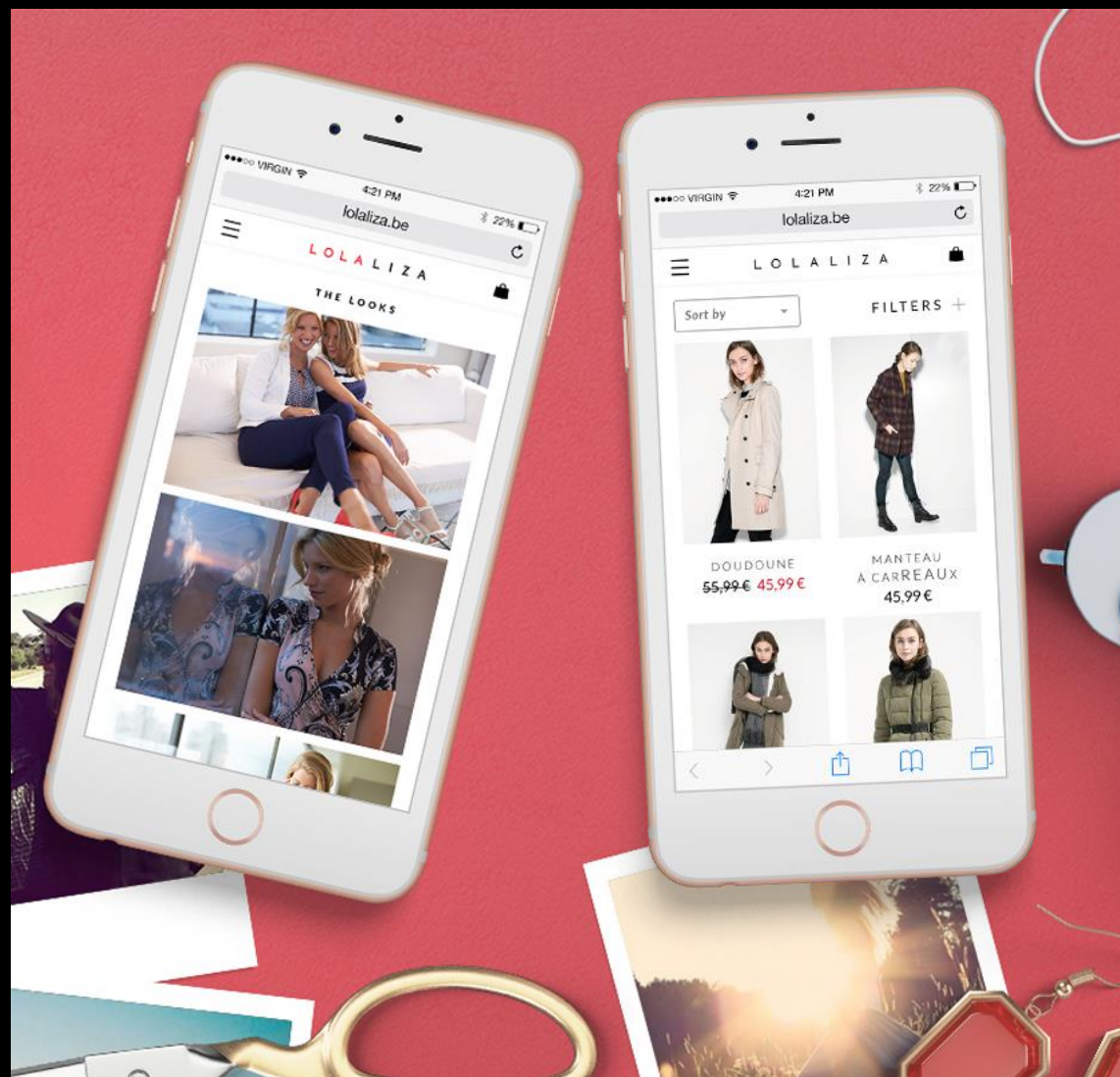
CLOUD B2C

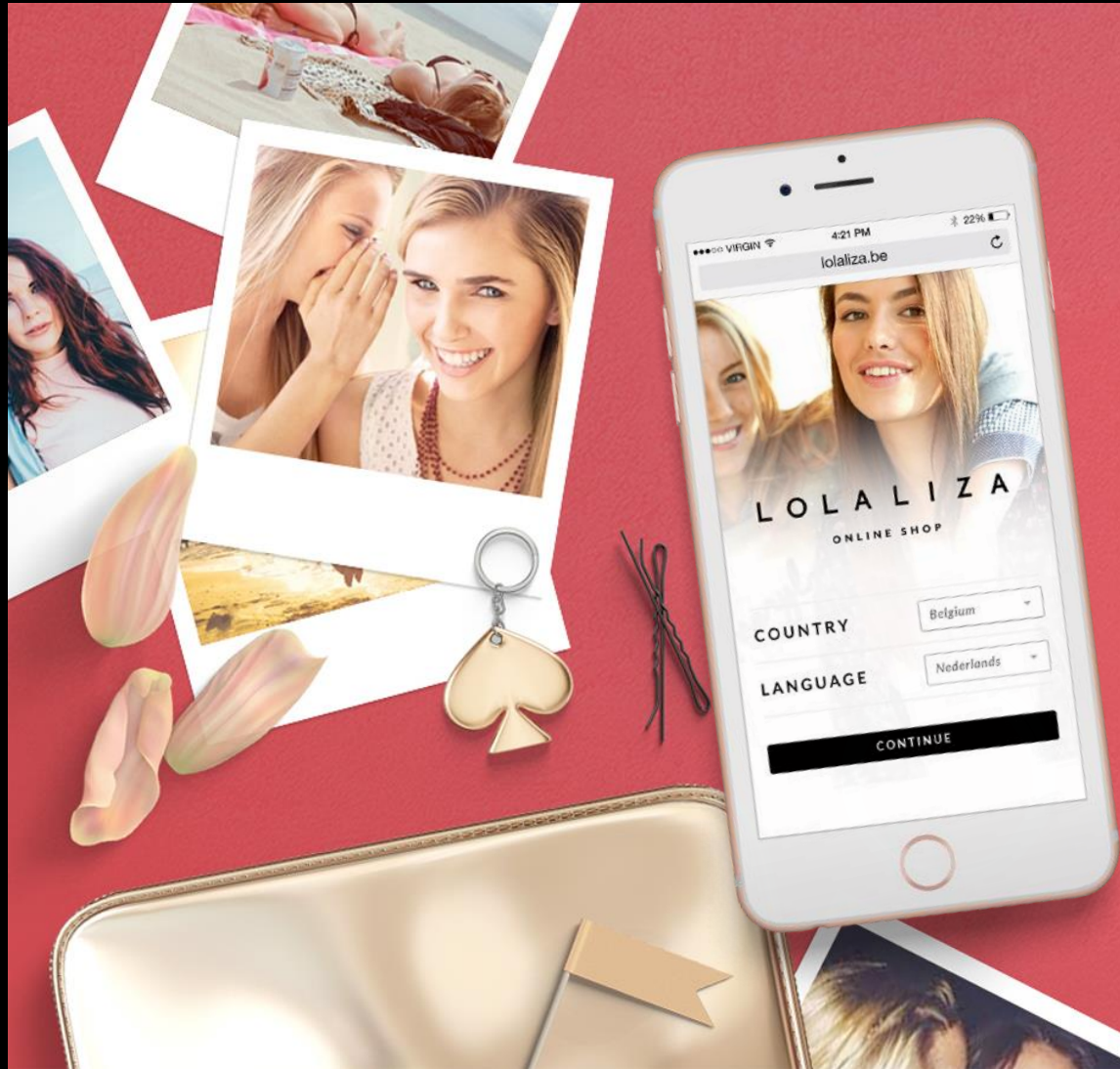


About LolaLiza

A local family business

LolaLiza is a fashion brand that makes affordable fashion. Thanks to this, the Belgian family business has grown into an international fashion brand over the past 10 years. Emakina developed a new umbrella communication concept with LolaLiza.





Objective

The new LolaLiza is about female bonding, accessibility and fashion. Emakina built the social concept “Together” around these core values. The concept focuses on the relationships between women – and can be translated into all touch points.

Results

Emakina now provides all communication for LolaLiza: a communication strategy, a new design for the website, defining the tone of voice, guidance for shootings, social media strategy and execution, concepts for store openings, internal communication (employer branding) and activations.

