

FASHION RETAILING TRIUMPHS

BUILDING A CONNECTED COMMERCE FOUNDATION FOR GROWTH

Modernizing Avon Saudi Arabia's B2C and Direct Selling Experience

Avon Saudi Arabia, a leading beauty and personal care brand serving both B2C customers and a network of Direct Selling Agents across the Kingdom of Saudi Arabia, embarked on a digital commerce transformation initiative to modernize its online sales ecosystem.

BEAUTY
EMPOWERS
EVERY JOURNEY



THE PROBLEM

Modernize a complex commerce ecosystem without limiting future growth.

For Avon Saudi Arabia, digital commerce meant more than launching a simple online storefront. The business needed to support both B2C customers and Direct Selling Agents (DSAs) while coordinating product information, pricing, inventory, promotions, orders, subscriptions, payments, logistics, customer data, and operational processes.

At the same time, Avon needed the flexibility to evolve the customer experience over time without being constrained by a tightly coupled architecture.

The challenge was to create a connected commerce foundation that could support today's operational complexity while making it easier to scale and adapt for the future.



THE LOGIXAL SOLUTION

One composable foundation connecting customers, sellers, and systems.

Logixal implemented a headless, composable commerce architecture using VTEX as the commerce engine and Logixal's Commerce Platform Services as the integration and orchestration layer between customer-facing applications and Avon's enterprise systems.

Working across the commerce ecosystem, Logixal enabled:

- ✓ **Unified B2C and Direct Selling journeys** on one connected commerce foundation
- ✓ **Comprehensive commerce capabilities** including catalog, search and discovery, pricing, inventory, promotions, cart and checkout, subscriptions, and order lifecycle management
- ✓ **Direct Selling Agent functionality** including onboarding, custom user roles, multi-level organizational hierarchies, user impersonation, and SMS OTP authentication
- ✓ **Enterprise integration** connecting commerce with CRM, ERP, payment gateways, and 3PL providers
- ✓ **Flexible, scalable architecture** built on modern, composable technology to support evolving business requirements
- ✓ **Localized payment options** through integrations including Payfort, Tamara, and Apple Pay

The result was a connected, flexible digital commerce ecosystem that brings together customer experiences, business workflows, and backend systems to support Avon Saudi Arabia's evolving needs.



THE RESULT

A more flexible and connected platform for digital growth.

The Avon Saudi Arabia initiative created a stronger digital foundation by bringing together commerce, enterprise systems, payments, logistics, and operational processes in a more unified model.



IMPROVED CUSTOMER AND AGENT EXPERIENCE
A seamless experience across B2C and Direct Selling journeys

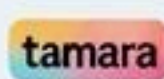
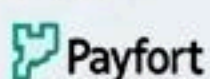


GREATER OPERATIONAL EFFICIENCY
Streamlined processes and reduced complexity across systems



BUILT FOR LONG-TERM GROWTH
A flexible, scalable platform ready to support evolving business needs

TECHNOLOGY FOUNDATION



About Logixal

Turning complex commerce challenges into connected customer experiences.
Partners in Excellence.