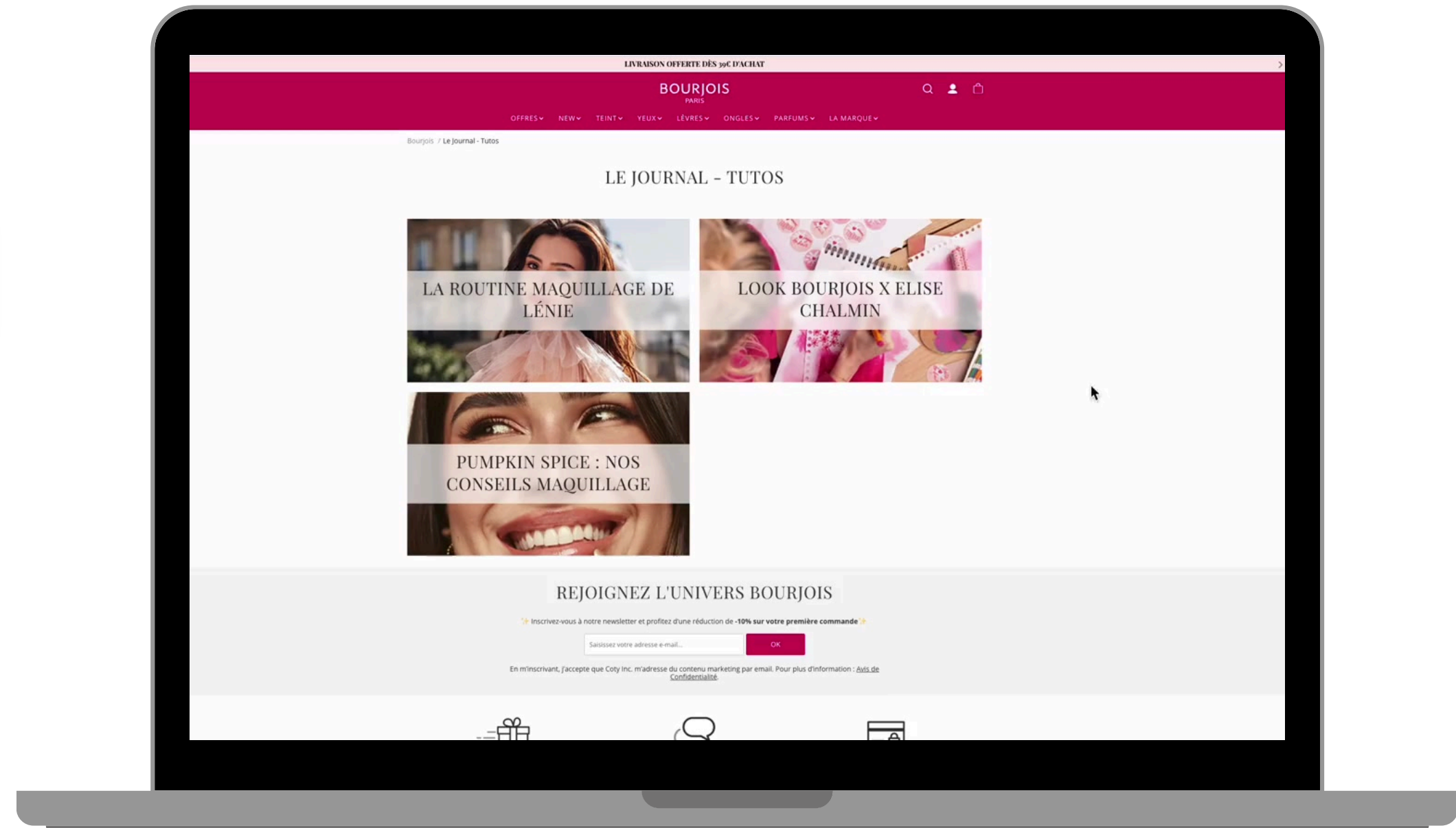
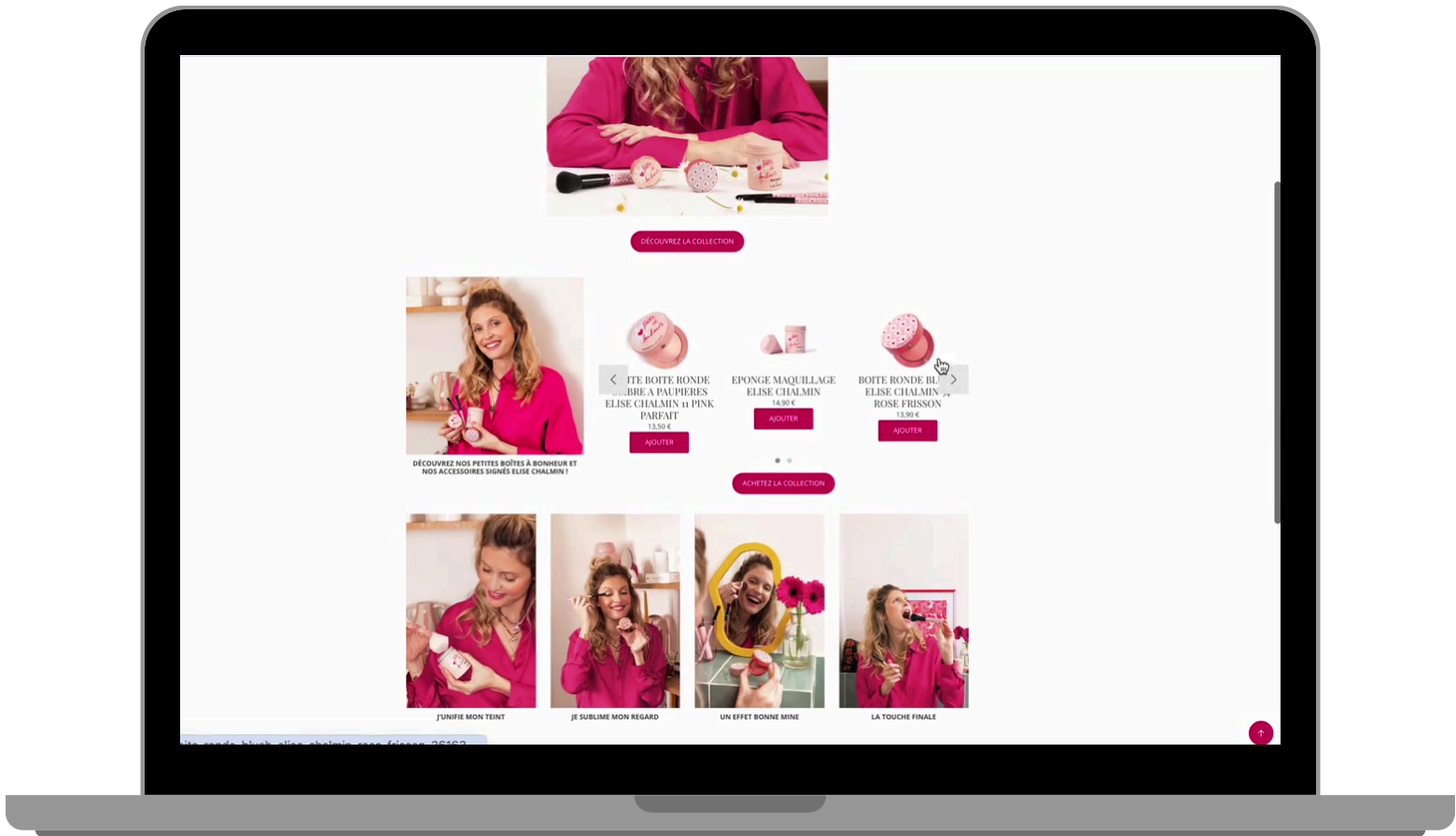




# Bourjois x Elise Chalmin - Digital Capsule Campaign

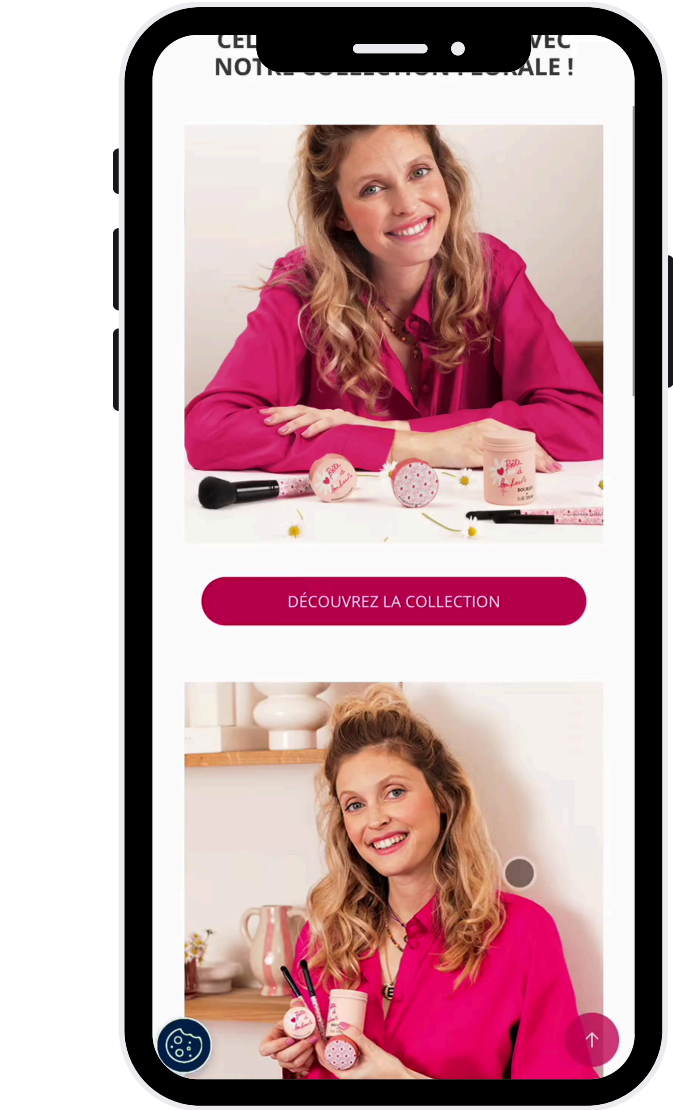


# A Creative Partnership Combining Fashion & Beauty



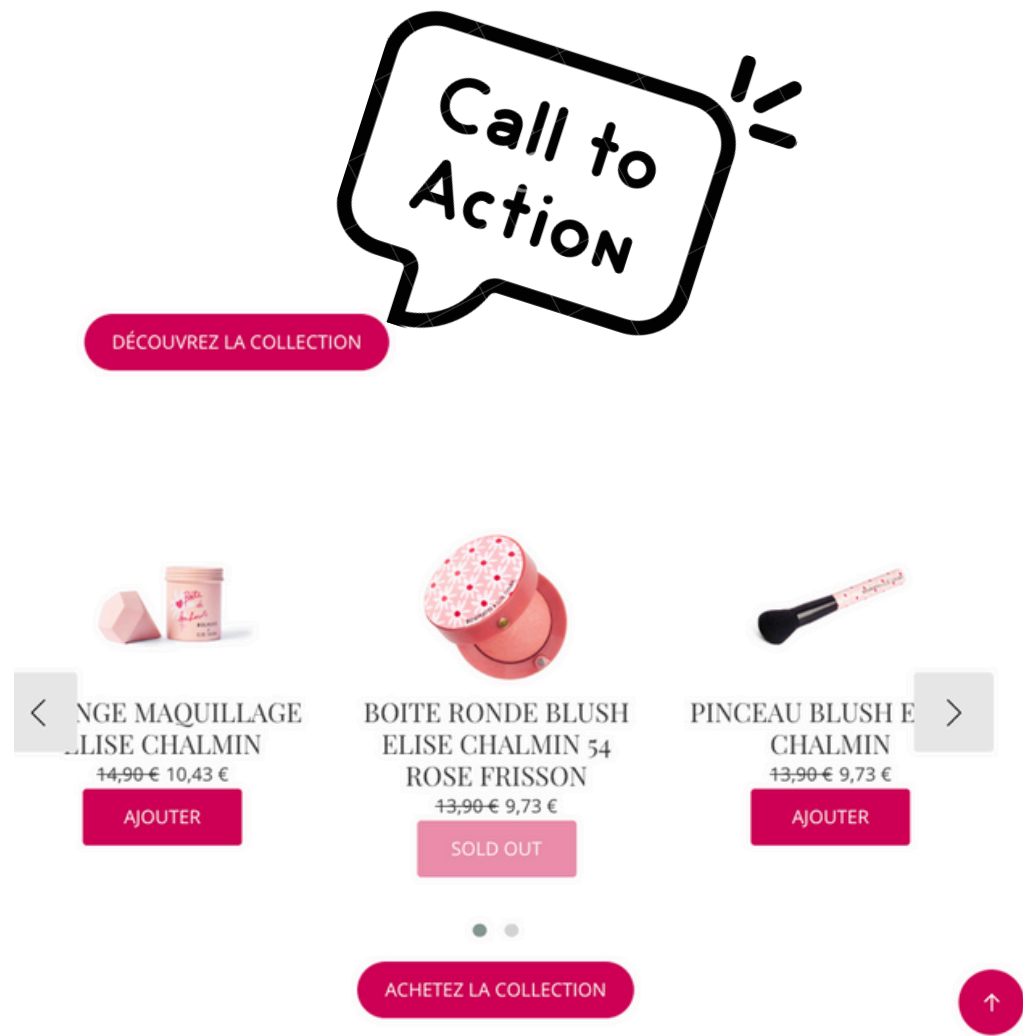
 Desktop View

Rich visual presentation with intuitive navigation and clear product hierarchy to highlight key SKUs and foster cross-selling.



 Mobile View

Optimized, user-centric layout enabling efficient browsing and seamless add-to-cart flow on small screens.



 Responsive Design

Fluid, engaging interface with interactive features enhancing product discovery and online experience.

# The Challenge Behind the Collaboration

## Objective

Enhance online merchandising, user experience, and brand storytelling through a fashion-beauty collaboration that blends Bourjois' heritage with Elise Chalmin's artistic identity.

## Challenge

Successfully launch a 6-SKU limited-edition capsule (2 hero SKUs + 4 accessories) while maximizing cross-selling, visual storytelling, and engagement on Bourjois.fr.





# My Role in the Campaign Execution

## 1. Product Selection & Merchandising

- Selected 2 iconic Bourjois products for brand recognition + 4 complementary tools to drive cross-sell and stock optimization.
- Unified product range around Elise Chalmin's artistic packaging for a coherent experience.

## 2. Benchmark & UX

- Benchmarked best practices in beauty & fashion e-Merchandising.
- Designed a "Shop the Look" concept (desktop & mobile mockups).
- Optimized layout, navigation and merchandising paths for a seamless user experience.

## 3. Content & SEO

- Drafted SEO-optimized landing page and homepage content.
- Collaborated with SEO partner agency (minimal revisions confirmed optimization quality).
- Ensured consistent brand storytelling and tone.

## 4. Project Coordination & Execution

- Validated assets with marketing, e-commerce, and communication teams.
- Coordinated with partner e-commerce agency for CMS implementation.
- Ensured long-trail stock management with the supply chain team.

# SEO Strategy

- Optimized **SEO content** (meta tags, keywords, alt text) for product pages and campaign hero banner to strengthen organic visibility.
- Linked campaign landing page to category pages and homepage CTAs to improve discoverability.
- Monitored performance via Shopify Analytics (product page views, add-to-cart rates, order composition) and exported reports for weekly reporting.

## Optimized Metadata

Meta Title →  
Meta Description →

 Bourjois  
https://bourjois.fr › pages › elise-chalmin-bourjois  
**Produits de Maquillage Bourjois x Elise Chalmin**  
Célébrez le printemps avec notre collection de produits de maquillage en collaboration avec Elise Chalmin : ombre à paupières irisé, blush rose, ...  
Retours sous 3 jour(s)



## Internal Linking Strategy

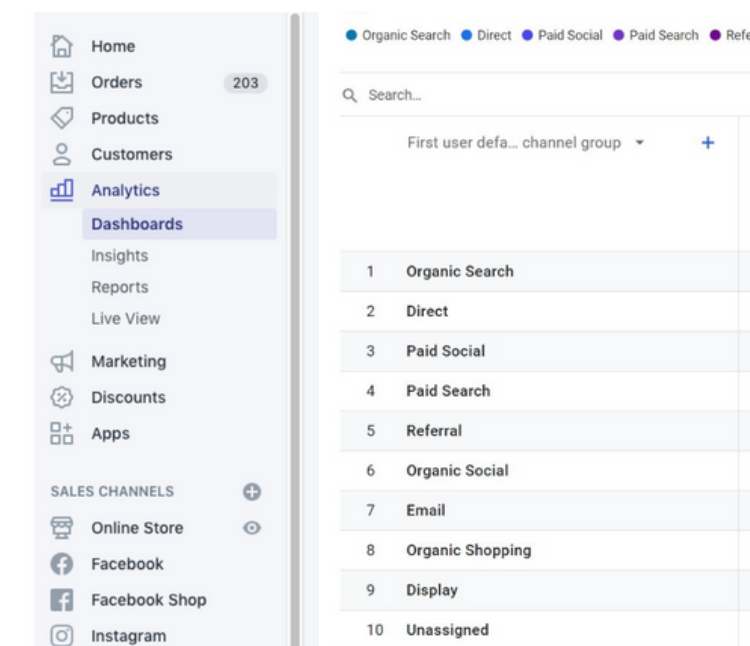
DISCOVER THE COLLECTION

ADD

BUY THE COLLECTION



## Analytics Dashboards (Shopify Analytics)



(Prototype Dashboard View)

# Campaign Results

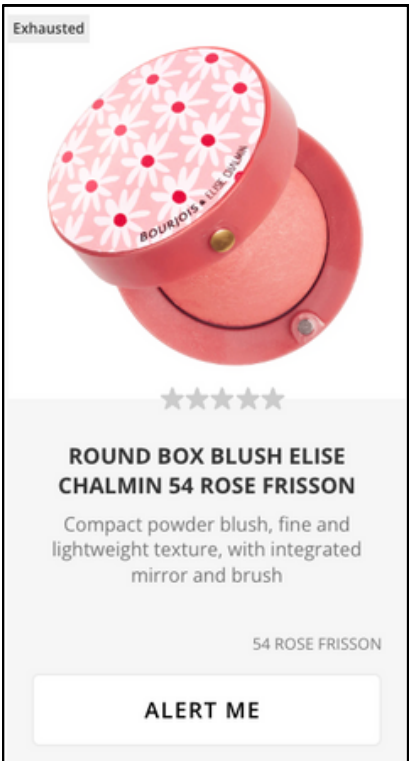


Figure based on last Shopify sales report before campaign handover (April-June period).

**Achieved ~50% stock sell-through within 2 months across the 5 SKUs + 1 hero SKU sold out.**

Hero SKU  
(Round Blush)  
reached full sell-  
out shortly after  
launch.

Enhanced product  
discoverability  
through clear  
merchandising and  
"Shop The Look" UX.

Positive  
engagement  
indicators observed  
via Shopify  
Analytics (product  
views, add-to-  
cart...).

SEO-optimized  
content improved  
organic reach and  
on-page cross-  
sell visibility.



# Key Skills Demonstrated

E-commerce strategy

SEO optimisation

Content creation & digital storytelling

Project management & coordination

Cross-sell optimisation

Performance monitoring & reporting



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# Thank you for your attention !

Safae El Mamouni - VIE Eligible

