

**Our future is in their  
hands. Literally.**



Katie Hardisty Smith  
**Head of Ecommerce**

**LOOKFANTASTIC**

**OUR FUTURE IS IN THEIR HANDS. LITERALLY.**



# HOW MANY HOURS PER DAY DO YOU THINK YOU SPEND ON YOUR PHONE?

**1-2 HOURS**

**2-3 HOURS**

**3-4 HOURS**

**4-5 HOURS**

**5+ HOURS**



**ANSWER ON SLIDO.COM  
#MAINSTAGE**

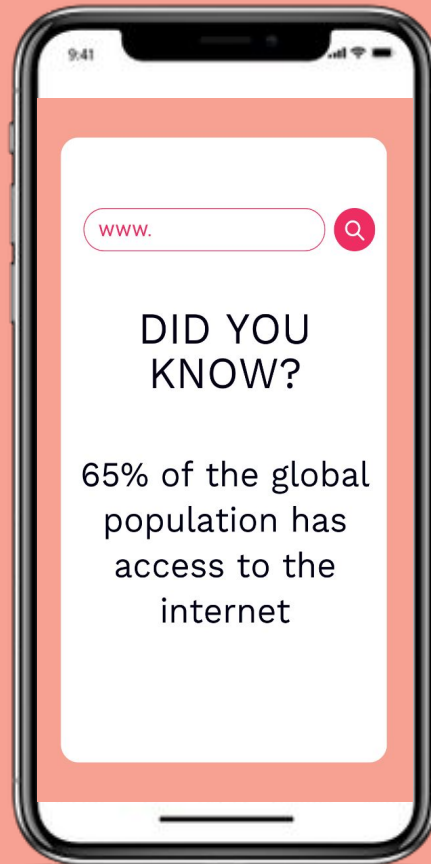
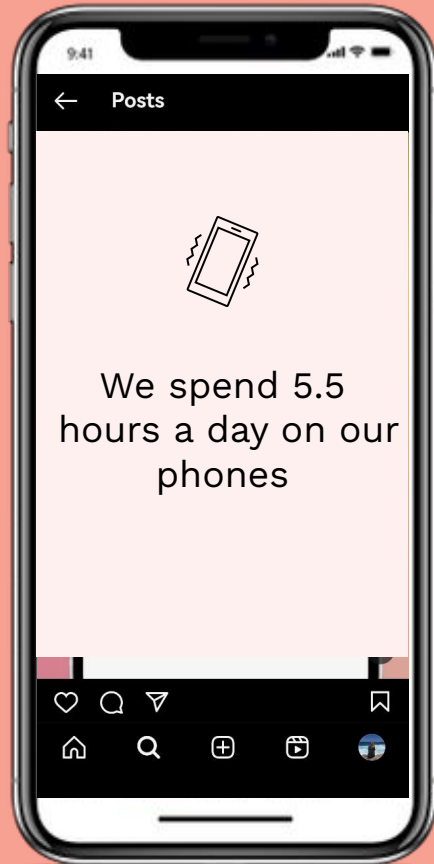
slido



**How many hours per day do you think you spend on your phone?**

ⓘ Start presenting to display the poll results on this slide.

# MORE PEOPLE. MORE CONSUMPTION.



## DIGITAL EXPERIENCE IN A PHYSICAL WORLD



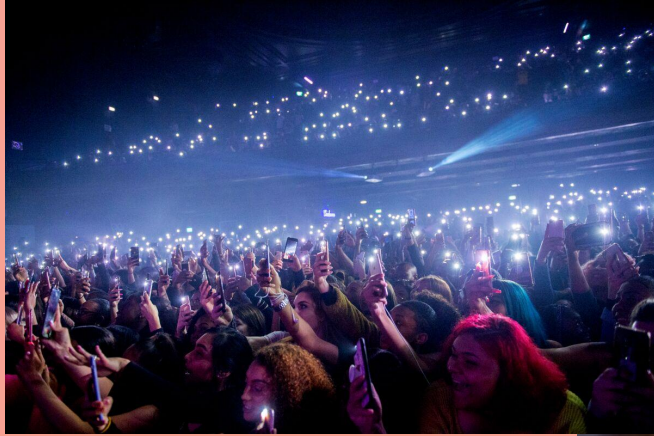
**A brand moment is no longer just a moment.**

## DIGITAL EXPERIENCE IN A PHYSICAL WORLD



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## DIGITAL EXPERIENCE IN A PHYSICAL WORLD



**A brand moment is no longer just a moment.**



# PREPARING FOR TOMORROW'S TRANSACTIONS...



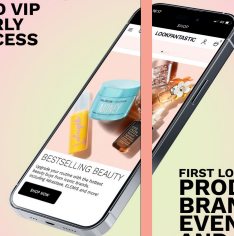
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WELCOME TO  
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20% OFF SELECTED  
BEAUTY ON YOUR  
FIRST APP ORDER

CODE: APP20



**EXCLUSIVE  
OFFERS  
AND VIP  
EARLY  
ACCESS**

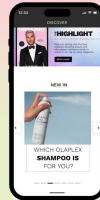


FIRST LOOK AT  
**PRODUCTS,  
BRANDS,  
EVENTS,  
AND MORE!**



**THE LATEST  
BEAUTY TRENDS  
AND ADVICE**

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**OUR  
HOTTEST  
NEW DROPS**

Receive alerts and  
"add to basket"



**DISCOVER OUR  
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MAGAZINE**

Designed to excite  
the beauty obsessed



REVENUE

TRANSACTIONS

CONVERSION

CONVENIENCE

INTERACTION  
DRIVES  
TRANSACTION

CONVERSATION  
FUELS  
CONVERSION

COMMUNITY  
MEETS  
CONVENIENCE

RELATIONSHIPS  
PROTECT  
REVENUE

CREATING COMMUNITIES

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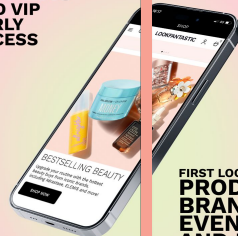
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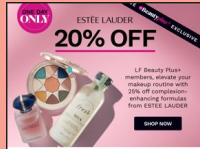
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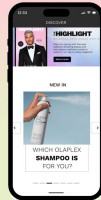


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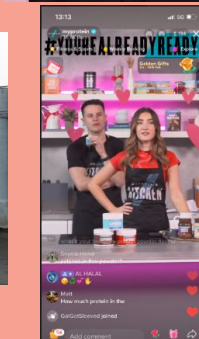
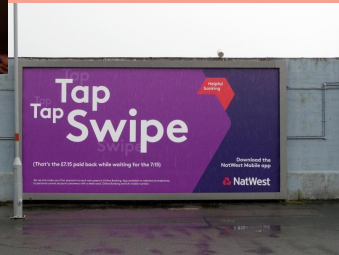
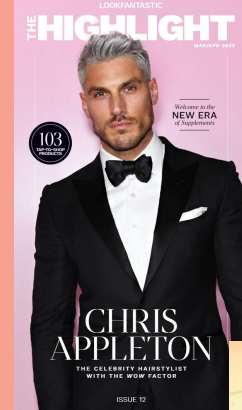
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# LET'S GET PHYGITAL!



PHYSICAL

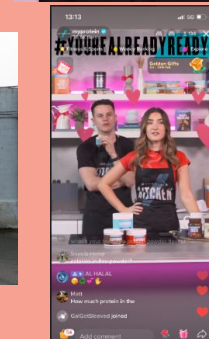
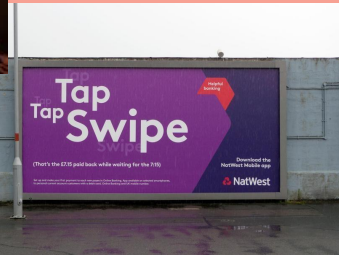
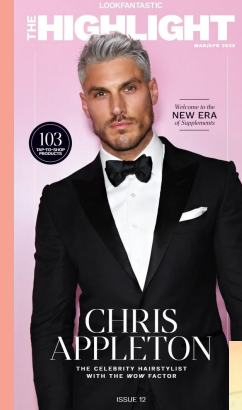
PHYGITAL

DIGITAL

LF

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# LET'S GET PHYGITAL!



PHYSICAL

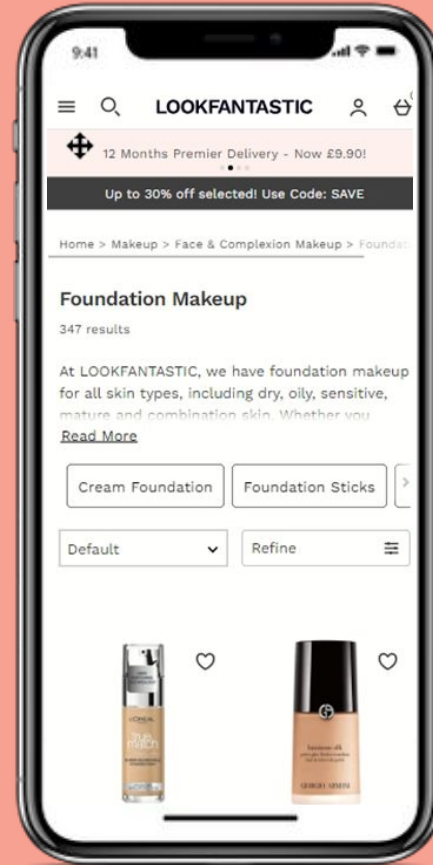
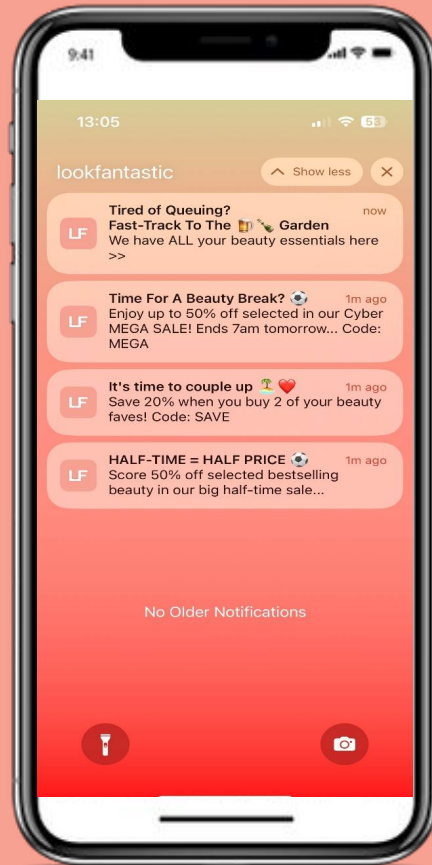
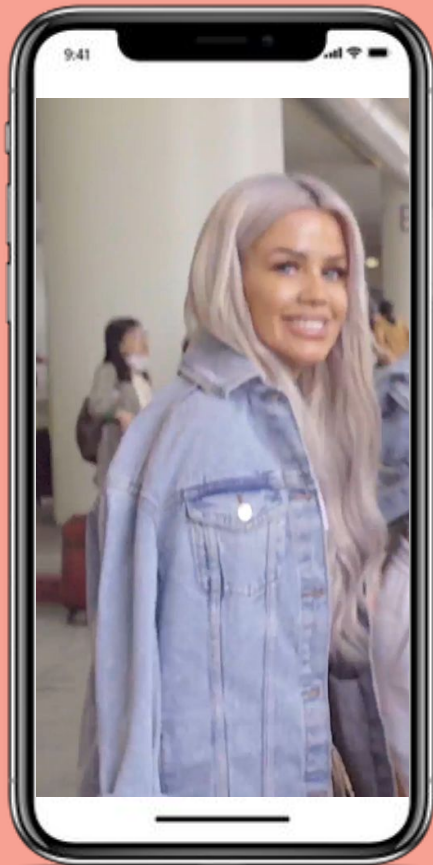
PHYGITAL

DIGITAL

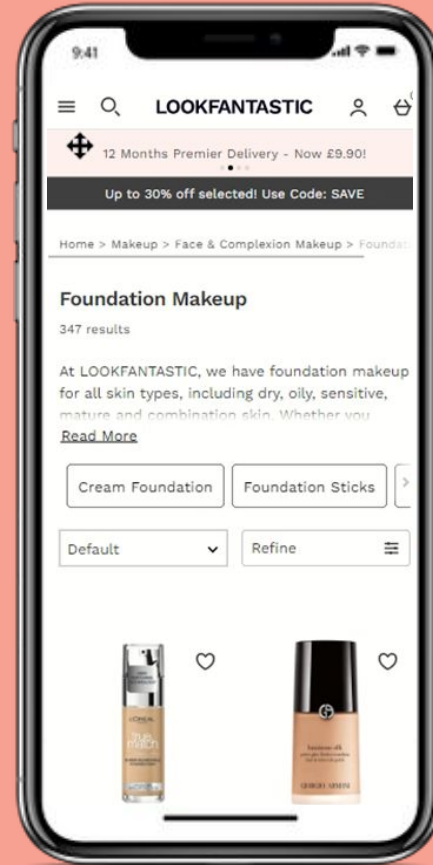
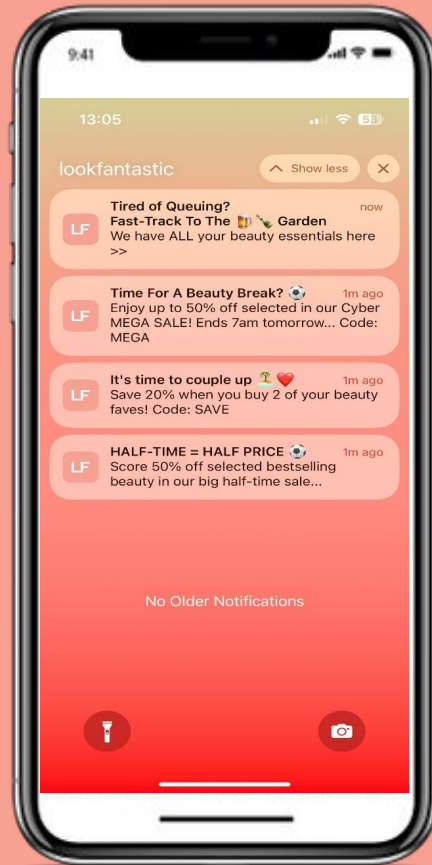
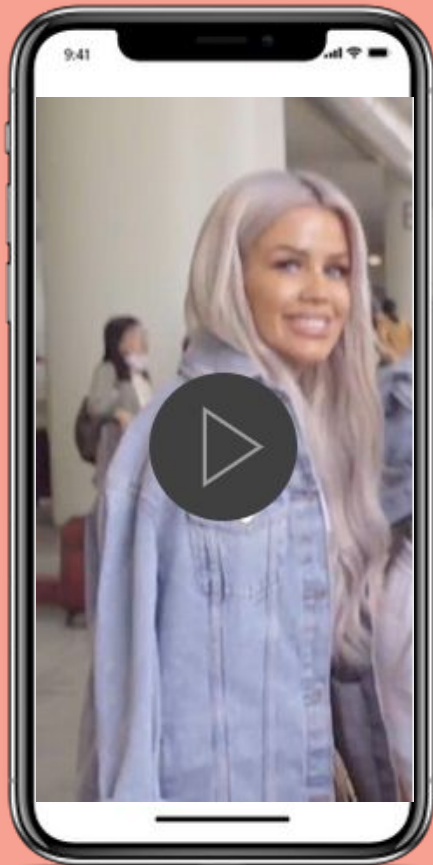
LF

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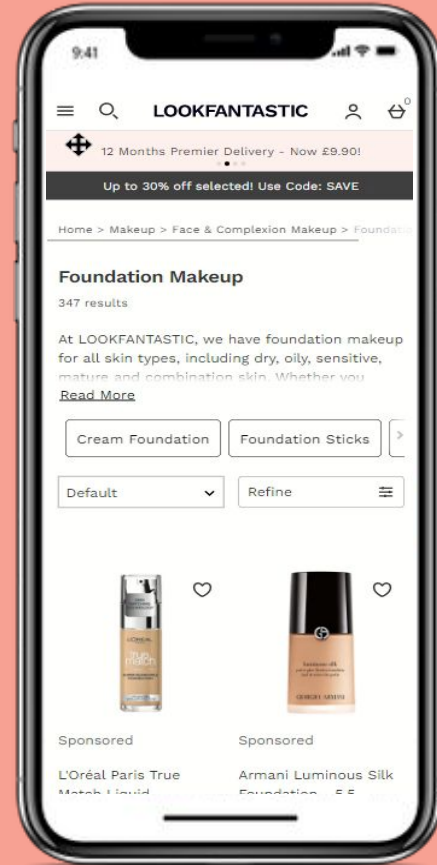
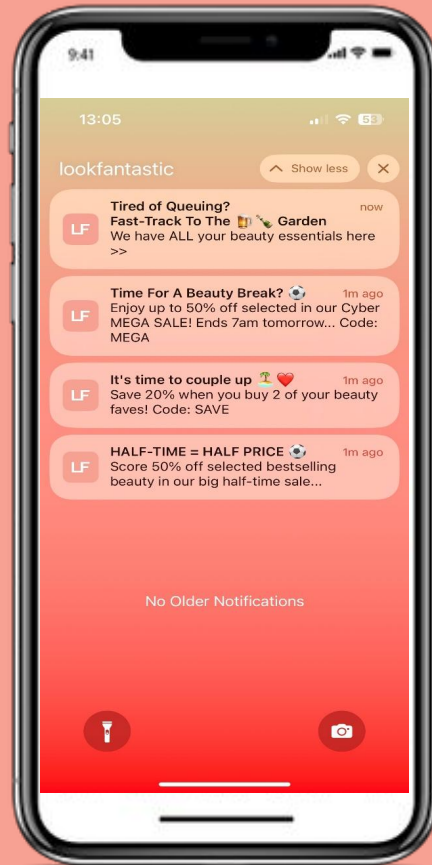
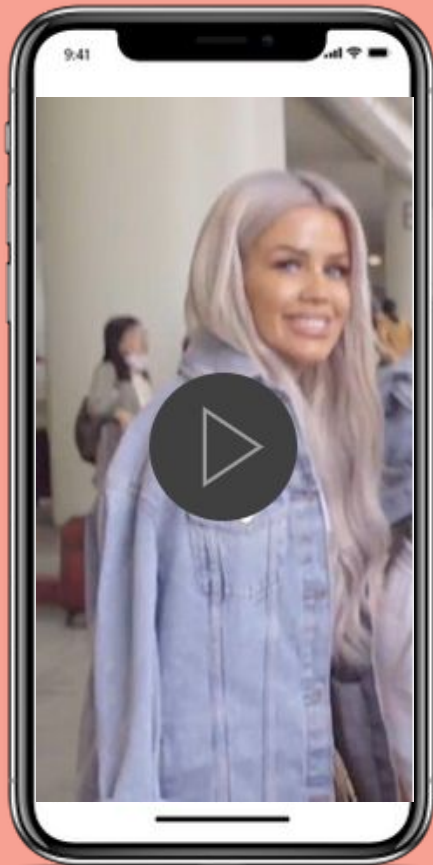
# LOOKFANTASTIC IN THE BEAUTYSPHERE



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