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**A.S. Watson Group reports 47% increase in eCommerce sales in Europe
- eLab announces search for agency partners to accelerate growth –**



eLab, the digital studio created to drive eCommerce growth at A.S. Watson Group businesses around the world announces plans to recruit a roster of creative partners to help accelerate growth.

A.S. Watson Group (ASW), is the largest international health and beauty retailer in Asia and Europe. eLab was created in early 2015 as a separate functional team to work with the group's businesses globally to build stronger engagement and relationship with customers digitally, as well as capture business opportunities in the rapidly growing online shopping space.

The 30-people eLab London Team is based in Shoreditch and is comprised of multi-lingual digital marketing and design specialists. It works virtually with eLab Milan and eLab Hong Kong to develop and execute eCommerce strategies across the Group.

2015 saw A.S. Watson Group's eCommerce businesses deliver a +47% increase in sales and recorded almost 200 million visits to its websites. Ambitious plans for the future sees an opportunity for agencies and studios to work with the group on its content and digital asset creation, editorial, marketing, and Hybris programming.

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Agencies and studios interested in building a relationship with eLab are invited to send their credentials with a view to selected agencies being asked to pitch their expertise to the team in London this spring.

eLab London services brands such as Superdrug and The Perfume Shop in the UK, Kruidvat in the Netherlands, Marionnaud Paris and ICI Paris XL across Europe.

Malina Ngai, AS Watson Chief Operating Officer says, "In just a year eLab has helped the Group move forward to serve our digital savvy customers, now we are looking to take our digital content to the next level.

"There are many expert agencies in the UK and we are looking for longer-term partnerships rather than one-off project base. I am keen to identify partners who can demonstrate passion in consumer experience online and with the energy to make things happen with speed."

Agencies and Digital Asset Studios interested in becoming an eLab partner should:

- Email a presentation or link to e.lab@uk.aswatson.com
- Presentations should include credentials, a current client roster and case studies of relevant work
- Please email by end February 2016
- Selected agencies will be asked to present to eLab London in March (date to be agreed)

For further information please contact ZPR on 020 7896 3404, jenny@z-pr.com

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