



Client: Pierre Fabre | Industry: Skincare | Platform: Magento to Shopify Plus

## Overview

This strategic move to Shopify Plus reduced their operational costs by 40% while maintaining all clinical compliance requirements - a rare achievement in dermocosmetics eCommerce. I continue to optimize this stack alongside 4 other Pierre Fabre skincare brands.

## Our Role

We led a full-scale platform enhancement and migration, transforming the existing infrastructure into a future-ready solution.

## Key Highlights

### Core Platform

- Shopify Plus (Replaced Magento 2)
- Shopify Flow for HIPAA-compliant workflows
- Shopify Scripts for Rx-strength product rules

### Clinical Integrations

- Custom HIPAA Bridge App (AWS Lambda middleware)
- Dermatologist Portal (React.js + Shopify Admin API)
- Encrypted Form Submissions (Formidium + AES-256)

### Performance

- Shopify CDN + Cloudflare Enterprise
- Lazy-loaded Clinical Videos (Vimeo Pro)
- Predictive Prefetching (Next.js frontend)

### Key Upgrades from Magento

- 99.99% uptime SLA (vs. 99.5% on Magento)
- 60% faster dev cycles (Liquid vs. PHP templates)
- Native multi-currency support (vs. third-party)

### Retained Critical Systems

- Klaviyo HIPAA Mode (via API sync)
- DataDome Bot Protection
- New Relic Monitoring

### Migration Wins

- Zero downtime cutover (301 redirects via Fastly)
- Preserved all SEO equity (URL structure mapping)
- 35% faster checkout (Shopify Payments)

## Tools & Technologies



## Results

### 1. Enhanced Site Speed & Reliability

Optimized backend processes and improved load times, resulting in a faster and more reliable browsing experience.

### 2. Future-Proof E-commerce Platform

The Shopify Plus upgrade ensured the website is scalable, secure, and ready for evolving e-commerce demands.

### 3. Boosted Conversion Rates

With a cleaner user interface and faster performance, the site saw a measurable uplift in conversions and lower bounce rates.

### 4. Streamlined Content & Product Management

Admin teams now enjoy a more intuitive backend, making it easier to update content, manage inventory, and launch promotions.

### 5. Mobile Optimization

Enhanced responsive design ensures a consistent and high-quality experience across all devices.

### 6. Improved SEO Foundation

Faster load times, better structure, and clean URLs helped improve organic visibility and search rankings.

### 7. Seamless Checkout Experience

Reduced cart abandonment by simplifying the checkout flow and minimizing friction in the buyer journey.

