

# TransPerfect Helps Becca Cosmetics Launch Worldwide Visual Merchandising Program



Becca Cosmetics chose TransPerfect to completely overhaul their visual merchandising program, ensuring brand consistency in 15 markets. This was a tall order, especially because it involved incredibly creative content and translations that could be a customer's first contact with the brand. With a tight deadline of one week for translating five creative briefs into 15 languages, the team was against the clock but still managed to deliver the project early—despite six rounds of instructions and constant changes.



*TransPerfect has proven to be one of the best partners to work with over the past year. They produce excellent work and it is always completed in a timely manner. It is a pleasure to work with such a knowledgeable and reliable team.*

– Senior Manager,  
Global Merchandising

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