

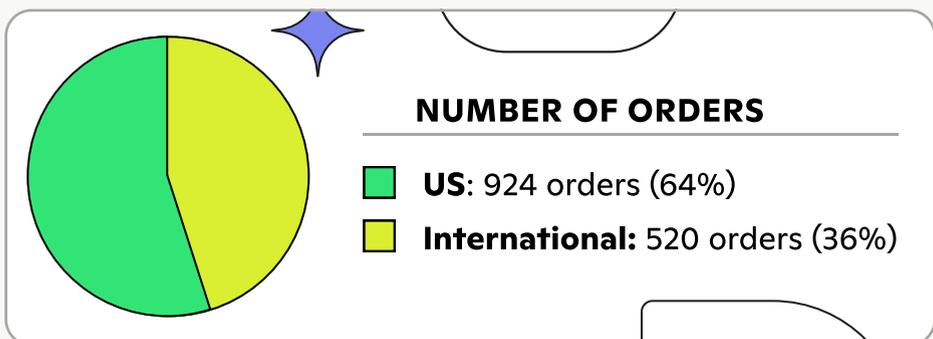
Gerard Cosmetics takes their Wish integration to the next level

Gerard Cosmetics is a vegan, cruelty-free, US-made cosmetics brand on a mission to foster love and unity through makeup. Started in 2014 by entrepreneur Jen Gerard, the company was introduced to Wish in 2021 via their ERP channel, BigCommerce.

“Wish is a more fun, friendly platform than others, which fits perfectly with our brand vibe.”



While Gerard Cosmetics wouldn't have discovered Wish without BigCommerce, they're thrilled with the results. For this smaller brand, Wish has made all the difference during an otherwise tough time. The Wish platform has been easy to navigate and learn—but perhaps best of all, Wish's brand and diverse global customer base are a natural fit for Gerard Cosmetics' fun, approachable aesthetic. Within just a few weeks of listing products, they began receiving a steady stream of daily orders. So far, 36% of Gerard Cosmetics' sales have been to international destinations.



Wish has also offered unique promotional opportunities for Gerard Cosmetics, including ongoing promotion at the Wish House (a luxurious home in Los Angeles where social media influencers create strategic promotional content). Gerard Cosmetics' products have been regularly [highlighted in Wish House influencer endorsements](#), increasing sales and strengthening the brand partnership. Gerard Cosmetics will also soon be featured in a Wish Instagram livestream event.

“It has taken us many months to get the same amount of daily orders from Amazon that we are getting from Wish [with]in a few weeks.”

Gerard Cosmetics confides that Wish is just as strong, if not stronger, than other e-commerce marketplaces. They especially appreciate the partnership with their Wish Account Manager, who steps in to assist with help, advice, and marketing suggestions.

Thanks to Wish's Consumer Packaged Goods (CPG) Partner Program, cosmetics and other CPG products saw strong growth on Wish in 2020:

Q1 vs Q4 GMV:

92% growth

Q1 vs Q4 orders:

103% growth

Q1 vs Q4 Daily Unique Buyers:

85% growth

Q1 vs Q4 Daily Unique CPG Products Sold:

85% growth

With so many positive programs and initiatives on their side, Gerard Cosmetics is eagerly looking to the future as they build their business on Wish.

