

# LYST

## *A Talented Case Study*



**Scale-up**



**London**



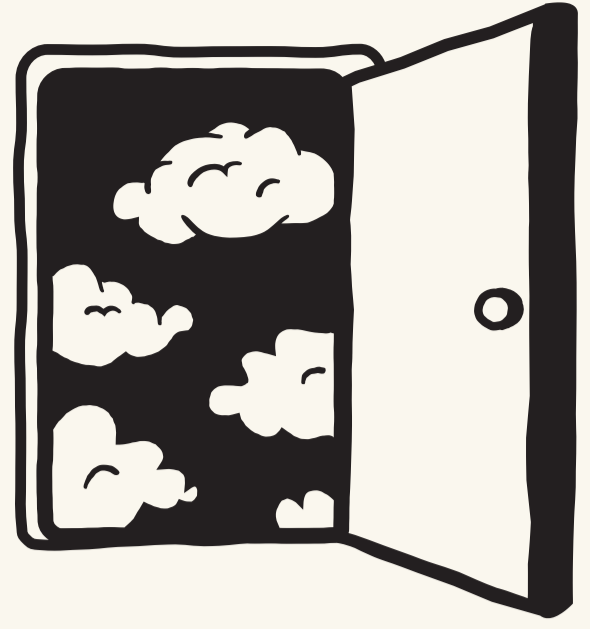
**[lyst.com](https://www.lyst.com)**

## About Lyst

Founded in London in 2010, Lyst is a fashion technology company that offers an extensive range of products from over 17,000 of the world's leading brands and stores, including Balenciaga, Fendi, Gucci and Valentino.

Lyst utilises a proprietary data engine to provide each customer with a highly personalised shopping experience and focuses on using technology to delight customers and partners alike.

Lyst is also a unique source of fashion data insights and is responsible for The Lyst Index, the industry-leading report of fashion brands and products worldwide.



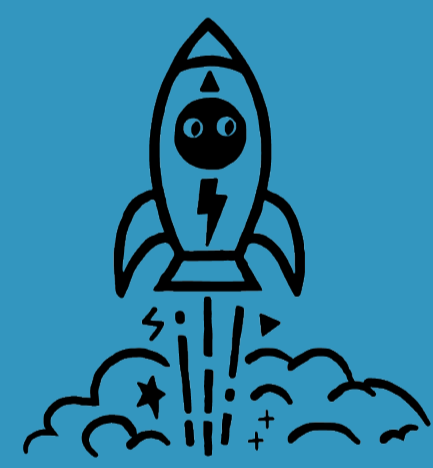
## The Challenge

In 2020, Lyst experienced strong growth, with over 150 million shoppers using the platform to buy from an assortment of over 8 million products from 17,000 brands.

As a result of rapid expansion, Lyst's lean internal talent acquisition team faced increasing hiring demands. The team became quickly overstretched and required additional support for a number of key technical hires ahead of continued growth and new product launches.

Lyst also found that they had a limited brand presence within the Tech space. They weren't seen as the 'go to' for engineers like Google or Monzo and wanted to enhance their employer brand to become a destination of choice. As well as needing assistance in proactive headhunting, Lyst's talent acquisition team required help in boosting their brand presence.

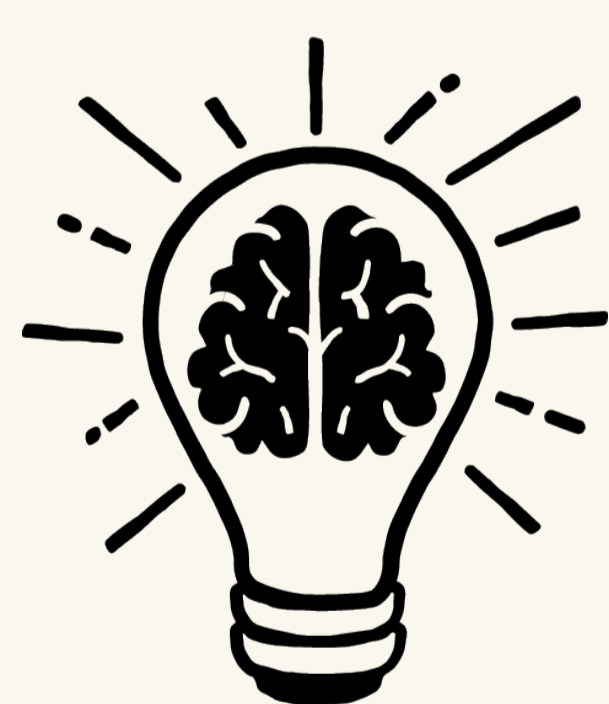
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**Limited brand presence within the Tech space.**



**Required support in proactive headhunting.**



## The Solution

Towards the end of 2020, a team of two Talent Partners were embedded in-house with Lyst's internal hiring team to support their growth goals of 30 hires per quarter (predominantly engineering hires) and help maintain the talent team's brand as consultative partners.

In addition to providing a wealth of recommendations to Lyst's team to engage and attract top engineering talent, Talentful helped set up strategic reporting to provide the senior leadership team with more informed insights.



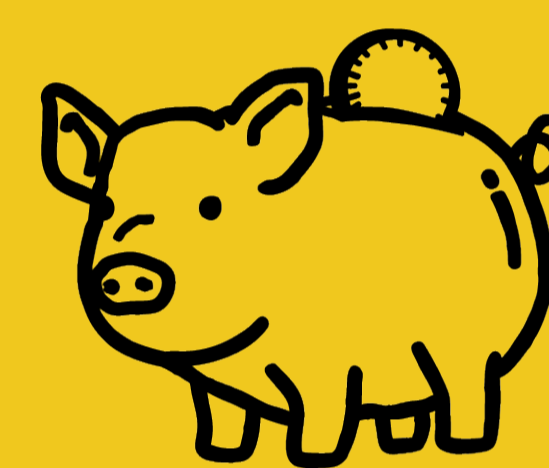
## The Results

Throughout the partnership, Talentful's in-house talent experts exceeded Lyst's goals and expectations with 118% of the target delivered and an average Net Promoter Score of 8.75. Talentful have helped Lyst hire 59 engineering roles - 33% of these hires were from BAME backgrounds (black, Asian and minority ethnic) and 13.5% were female engineers.

Alongside recruiting engineering roles, a number of initiatives were rolled out by Talentful to support Lyst's hiring team and to help set recruiters up for long-term success, including candidate playbooks and recommendations on optimising mobile hiring.



**59**  
**Hires made by**  
**Talentful**



**£320,764**  
**Saved vs. Agency**  
**model**



**22**  
**Days Time to**  
**Hire**

“

Making the decision to onboard Talentful as an embedded solution to help drive high-volume engineering hiring at Lyst was 100% the right one.

Talentful hit the ground running with complex engineering hiring needs and were able to build great and trusted relationships with our hiring teams. We would definitely recommend! ”

**Sarah Sparks,**  
**Director of Talent Acquisition**

**LYST**