

French Market Lanterns and Retail Reinvented Light Up the Future with Strategic Joint Venture

The collaboration seeks to reinvent the future of selling outdoor lighting online, leveraging their combined expertise in e-commerce and outdoor lighting.

Magnolia, Texas Aug 26, 2023 ([Issuewire.com](https://www.issuewire.com)) - [French Market Lanterns](#), a leading online seller of outdoor copper gas and electric lanterns, and [Retail Reinvented](#), a Los Angeles-based full-service e-commerce agency, announced today a new joint venture. This collaboration seeks to reinvent the future of selling [outdoor lighting](#) online. Uniting two industry pioneers, the partnership leverages their combined expertise in e-commerce and outdoor lighting to create a unified and innovative online shopping experience.

French Market has a track record of offering a quality range of [outdoor copper lanterns](#) from top brands like Primo International and The CopperSmith. They're known for good products and reliable service. This makes them a top choice for homeowners, designers, and builders.

Retail Reinvented, with over a decade of experience in the e-commerce landscape, has been instrumental in building French Market's online business over the past four years. By managing the entire e-commerce operation in collaboration with French Market Lanterns, Retail Reinvented has fostered growth, efficiency, and innovation within the brand.

A Partnership Built on Real Results

The joint venture comes after four years of successful collaboration, during which the partners have worked synergistically to expand French Market's online presence. The new formalized partnership aims to build on this success, taking the collaboration to new heights with joint investments in technology, marketing, and product development.

"We are excited to solidify our partnership with Retail Reinvented," said Jeff Ber, CEO of French Market Lanterns. "This joint venture will allow us to bring our unique outdoor lighting solutions to even more customers, enhancing our online presence and ensuring a seamless shopping experience."

"Perry Preston, CEO of Retail Reinvented, added, "Our collaboration with French Market Lanterns has been incredibly fruitful, and this joint venture marks a significant step forward in our shared vision. Together, we'll continue to optimize the e-commerce experience, provide premium customer service and develop new products."

A Bright Future Ahead

The joint effort of French Market Lanterns' product knowledge and Retail Reinvented's online expertise means shoppers can look forward to an expanded product catalog, AI tools for product design and configuration, augmented-reality shopping experiences, installation services and new delivery options. Plus, there'll be more support for trade professionals through the [Trade Partner Program](#).

Ber added, "This is all about giving our customers more of what they want and making their online shopping easier. We're excited about the future."

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