The art of fashion commerce

How leading brands keep their brand identity
intact when taking the global stage

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01

Introduction

Within the fashion and apparel industries there is little doubt that digitalisation offers enormous opportunities. At the same time, the speed at which the technologies driving this digitalisation are changing presents challenges that are just as immense. Privacy regulations and evolving consumer trends further add to an increasingly complicated and competitive playing field. Navigating this uncertainty—and its effects on digital commerce in fashion—is what this guide intends to explore.

As brands now have direct access to new international markets and larger audiences, consumer behaviours are adapting accordingly. Consumers appreciate the benefits technology brings to their shopping experience, with personalisation and seamless processes both online and offline leading the way. Seamless brand experiences are particularly important in the fashion and apparel industry, where a brand's perceived quality needs to be reflected across all touchpoints, especially in its digital commerce platform.

An exceptional commerce platform can be identified by a low operational complexity that not only simplifies the day-to-day, but frees up resources to dedicate to projects with greater business and growth potentials. Non-technical teams must be able to launch campaigns and to test, manage, and optimise new functions and features without the need for time-consuming custom builds or third-party integrations. At the same time, a high degree of platform flexibility is essential to let brands with their own development team or unique customisation needs build and design their solutions as they wish.

A platform that is designed for fast and easy integration can allow brands to reduce the technical debt and ongoing costs of their existing tech stack, and help them outpace the competition. To drive B2B, DTC, and retail sales beyond national borders, advanced solutions for unifying local and global channels are essential. Other innovative features and functionalities

such as personalised checkout pages that are optimised for upselling, cross-selling, brand collaborations, social channels, marketplaces, and marketing automation can maximise existing revenue streams while unlocking new ones.

The nature of the fashion industry means that brands need to easily and effectively reach their preferred audiences with distinctive and personalised shopping experiences that help create sustainable growth. Such a high level of feature agility and fast-paced experimentation is needed to quickly pivot to meet emerging trends. Behind the scenes, technical and business teams both need to be able to collaborate in a streamlined and intuitive UI with a well-developed ecosystem of partners that enable the development and implementation of a variety of niche features.

Both locally and globally, online and offline, or anywhere in between—there are a number of prerequisites that must be in place to successfully navigate modern digital commerce.

02

Unlocking flexibility with a powerful tech stack

Less maintenance, more value

The fashion industry is widely known for its affinity for time-sensitive trends. Many fashion brands therefore want a commerce platform that meets the immediacy of their industry, as well as the demands of their specific business. They simply do not have the time to wait on external or internal development teams to build a feature from scratch.

Time constraints mean that building tools for your brand and tech stack can slow down your growth, especially as you scale. It also means that you're constantly shifting priorities, resources, and focus away from strategic milestones like key business goals, increasing revenue, or brand building.

Depending on the developers involved, implementing even the most basic functionalities can not only increase costs but also heighten integration risks, possibly resulting in heavy workloads for both technical and business teams. Meeting the time-sensitivity of marketing opportunities and social media trends becomes a challenge when new AI or data-driven features take months to test and develop. In addition to which all these new functions and tools need to be kept updated and running to ensure long-term component interoperability without interference, even after implementation.

Shopify has

19%

lower maintenance and operational costs than the competition on average.[1]

Shopify wants you to spend less time on site updates and maintenance and more time on doing the things you do best—building your brand and your business. That's why we have over 10,000 tried-and-tested Shopify apps to extend functionality, speed up the rollout of new, innovative features, and provide extensive plug-and-play options for both customisation and integration. Your brand can choose to leverage extensive built-in functions and pre-built integrations, or go for customisations across every aspect of commerce, always choosing what makes the most sense in your specific situation.

"

Shopify delivers the ultimate unified commerce experience under one easy-to-use platform. You can't underestimate just how much easier that makes things. I've been on projects where it's taken 12 to 18 months to roll out omnichannel capabilities. Whereas with Shopify, we did it in four months.

Navid Jilow
Director of Technology, Belstaff

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🛍 shopify   **Out-of-the-box capabilities built for growth**

Core Commerce	Data & Compliance	Operations & Logistics	Markets	Cart & Checkout	Storefronts & Content
Customer Data	Card Data & Vaulting	Returns	Global Markets	Tax Platform	Search & Discovery
Discounts	Data Analysis & Reporting	Order Management	Point of Sale	Payment Platform	Content Management
Product Catalog	Security & Compliance	Fulfilment Order	B2B	Checkout Platform	Headless Storefronts
Marketing & Notifications		Inventory Management		Cart	Low-Code Storefronts
Subscriptions				Fraud Protection	Headless Hosting

Engineered for architectural versatility

Fashion brands are all about personal style. Shopify ensures that your brand's identity, and the styles that support it, are always in focus. We do this with an architecture that removes unnecessary technical complexities without compromising on the customisation, agility or flexibility. We combine all the benefits of a feature-rich platform with the ability to build custom experiences and solutions that highlight the look and feel of your business.

Shopify allows you to create a tech stack architecture precisely the way you want. You can opt for a full-stack approach with built-in commerce functionality, headless architecture, individual components, or anything in between to easily support your tech stack now and as your business evolves. This allows the integration of native Shopify components with custom code or third-party systems. Designed with interoperability in mind, our commerce operating system connects just the way you want it to, without having to rebuild your tech stack.

BELSTAFF

100 years on from its founding in 1924, Belstaff's focus on quality, comfort, and protection has seen it worn by icons ranging from world-class racer Sammy Miller, to Amelia Earhart, "King of Cool" Steve McQueen, and Kate Moss. By migrating to Shopify, Belstaff was able to unite its point of sale and ecommerce systems and, with that unified system in place, those essential pillars of Belstaff's technology stack were connected under one cohesive whole.

Since moving to Shopify, Belstaff has seen:

- A drastic improvement in speed to market

- A drastic decrease in TCO

- An increase in conversion

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Reliable performance anywhere

Consumers are shopping 24/7, so your digital commerce needs to be open—and reliable—whenever they arrive. This is especially true when launching a new season or collection and everyone wants to be at the same place at the same time. Your worldwide site performance needs to be exemplary to support seamless product drops and flash sales. If it is not, you will lose sales and customers.
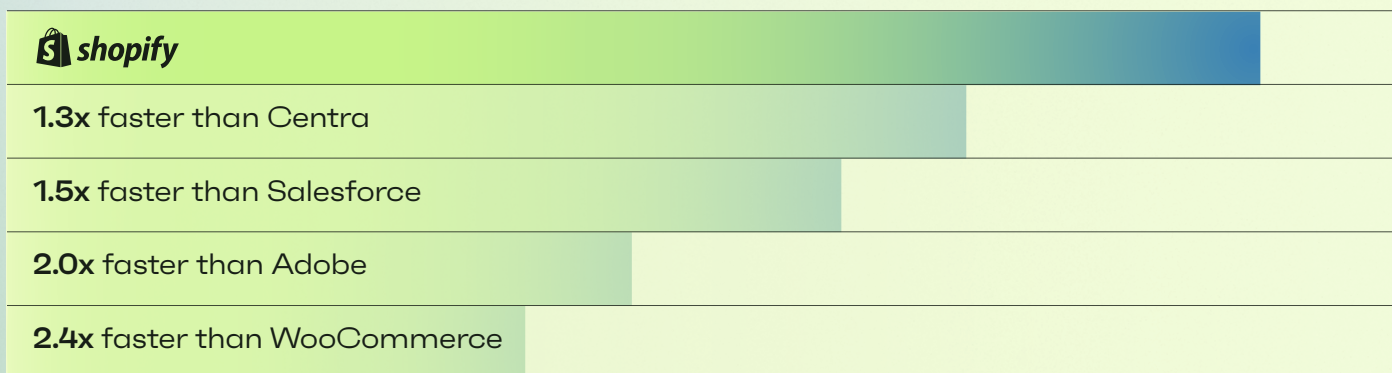
Shopify's global infrastructure provides:
- **99.99%** uptime on average across Shopify worldwide during the biggest sales events of the year
- **<50ms** response time

A site-speed study concluded that Shopify stores render up to 2.4x faster, and 1.8x faster on average, than stores on other platforms.[2] It is no secret that an unnecessary reliance on custom, front-end development can reduce site speeds while increasing the risk for downtime. On the other hand, just a one-second speed improvement can boost mobile user conversions by up to 27%. Similarly, limited bandwidth and no cache loading can result in a drop-off at checkout. Taking all these factors into account, Shopify's global cloud infrastructure ensures better reliability and faster loading times, with our site servers strategically placed closer to your buyers.

Take a deep dive into Shopify's globally distributed infrastructure and find out how your site performs with our free site speed audit.

45.4%
of consumers are less likely to make a purchase if a site loads slower than expected.

Shopify Stores are up to 2.4x faster

shopify	
1.3x faster than Centra	
1.5x faster than Salesforce	
2.0x faster than Adobe	
2.4x faster than WooCommerce	

[2] Statistics are based on data according to Google's Core Web Vitals (CWV), collected for a representative sample of sites on Shopify and its competitors—covering 200,000 sites across a sampling of all revenue bands and major commerce platforms.

03

Return on investment beyond low costs

Reducing platform costs

Inflation and the rising cost of living are an unavoidable truth for just about everyone. Additionally, the cost of attracting and converting price-conscious consumers is rising. Fashion and apparel brands are no exception, and they are striving to achieve better cost efficiency and higher profit margins.
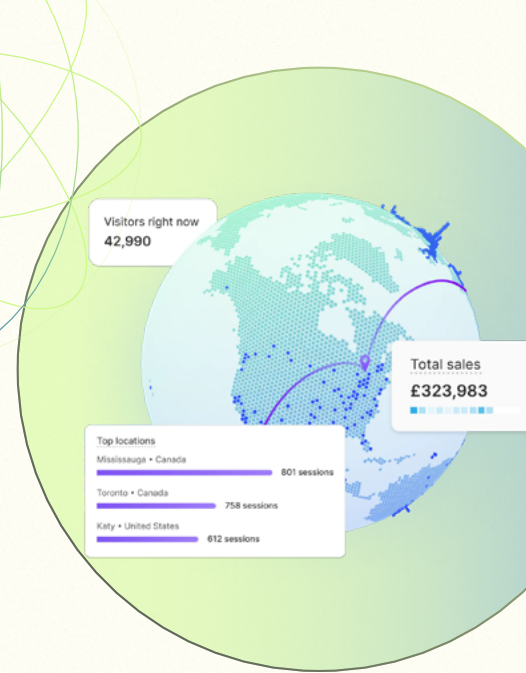
The average company spends **$135K+** in unused software licenses.[3]

40% to 50% of developer time is spent on maintaining a midsize system.

50% of European consumers focus on product prices given their reduced purchasing power.

81% of UK companies are passing on their growing costs to consumers.[4]

Hidden costs and rising operating costs—these are major issues for brands and businesses considering the increasingly challenging commerce landscape. As brands scale globally, ongoing costs for custom-built platforms can often spiral out of control. This applies to third-party integration, agency fees, customised APIs, and maintenance.

Shopify's fully integrated commerce system minimises unnecessary operational complexity and redundancies. As a result, Shopify has a more predictable cost structure with built-in solutions, native tools, and a robust partner ecosystem that reduces the need for constant development work and accelerates time-to-market.

In addition, Shopify's transparent platform pricing covers hosting, security fixes, and platform upgrades with no hidden costs. Shopify also enables business teams to handle basic site maintenance and functionality changes without having to involve external or internal development teams.

On average Shopify has:

33% better TCO
than the competition.

23% better platform costs
than the competition.

19% better operation and maintenance costs
than the competition.

33% better implementation costs
than the competition.[5]

[5] According to research commissioned by Shopify and conducted November 2023 to February 2024 by a leading independent consulting firm to study TCO across major platforms in North America and understand Shopify's relative positioning based on objective research methods. Major platforms include Adobe Commerce, Salesforce Commerce Cloud, WooCommerce, and BigCommerce.

SYSTER P

Syster P sells globally, with a focus on growth in the Swedish, Finnish, Norwegian, and German markets. With development times and costs mounting, the team knew they needed a new front-end solution to improve the usability and performance of their commerce solution while supporting their international growth ambitions.

Since migrating to Shopify from Centra and WordPress, Syster P has seen:

- **100%** increase in international sales compared to the previous year

- **50%** drop in website development time

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Unifying commerce across channels

Your customers are shopping across more and more sales channels and touchpoints, and continuously capturing their data across all of them is essential. But not all commerce platforms support a seamless sales channel unification, and while some may, they in turn run a risk of time or data loss.

Shopify can connect the dots and combine data across multiple online and offline channels into a unified customer profile, just as useful in personalised marketing campaigns as in establishing long-term emotional connections that extend beyond just another transaction. This omnichannel approach natively integrates B2B, DTC, retail, social commerce, marketplaces, Shop Pay, and international expansion functionality into a single platform, offering a seamless brand and customer experience.

18%

of consumers say that understanding their shopping needs is a way to win their loyalty.[6]

[6] According to research conducted January to February 2024 by YouGov on behalf of Shopify, surveying 1,008 retailers with 1,000+ employees and 7,628 consumers aged 18 and over across the UK, Germany, France, Italy, and Spain.

At the forefront of this approach are <u>unified sales channels</u> powered by a single data model that simplifies back-end complexity while increasing sales. For instance, instead of relying on a third-party solution, our native <u>Shopify POS</u> enables sales anywhere your customers shop while simultaneously managing inventory, order and payment processing, integration complexity, and seamless customer data capture. It also gives customers the freedom to make their purchases online and then pick them up in-store, or vice-versa, first browsing in-store and then purchasing online.

65% <u>of UK shoppers</u> say it's important that brands offer a seamless online and offline experience.

68% <u>of retailers</u> are not focused on integrating digital and in-store experiences, and therefore risk being left behind without a true unified commerce approach.[7]

Our unified commerce platform serves as a single source of truth, providing full visibility and control across the board. More importantly, it provides the means to curate your brand, cultivate emotional connections with your audiences, and meet your customer's every expectation.

Find out more about the risks of fragmented solutions and the benefits of Shopify's unified commerce in <u>The Cost of Delaying Unified Commerce in Retail</u>.

Shopify's unified commerce operating system:

| A unified shared solution with a native infrastructure and single codebase | APIs without complex integration issues | A single data model for real-time consistency | Kernel-level extensibility for custom requirements |

[7] According to <u>research</u> conducted January to February 2024 by YouGov on behalf of Shopify, surveying 1,008 retailers with 1,000+ employees and 7,628 consumers aged 18 and over across the UK, Germany, France, Italy, and Spain.

K·WAY®

K-Way is a renowned French brand founded in 1965 that had been sunsetted after a bright past. It was relaunched and turned into a highly profitable company by the Italian group BasicNet in 2004. Leveraging a unique licensing model, BasicNet met the challenge of successfully reinvigorating K-Way, making the iconic raincoat brand their current star performer.

Since migrating to Shopify, BasicNet has seen:

- **200+** store websites and inventories integrated in real-time

- **40%** increase in retained website visitors

- **6%** increase in average order value

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Accelerating revenue through integrated tools

Consumers are actively seeking out and using technologies while they shop, and they appreciate the seamless integration and time-saving aspects of both online and offline experiences. According to Shopify's 2024 UK State of Commerce Report,

- **39%** of UK consumers say that they prioritise technology-enabled shopping

- **73%** use self-service checkouts

- **42%** use mobile apps

- **26%** use of one-click checkouts

- and **38%** of shoppers expect a hybrid click-and-collect service as part of a modern in-store experience[8]

[8] According to research conducted January to February 2024 by YouGov on behalf of Shopify, surveying 1,008 retailers with 1,000+ employees and 7,628 consumers aged 18 and over across the UK, Germany, France, Italy, and Spain.

oOol

36%

Shopify's checkout converts better than the competition by up to 36%, and by 15% on average.[9]

Meeting the expectations of all your customers to optimise conversion is essential for the sustained success of any commercially viable business, fashion or otherwise. Looking specifically at conversion, Shopify excels with the highest conversion rate at checkout, helping brands to dramatically increase sales. With integrated revenue-boosting features such as POS, B2B, Shop Pay, native social integration, and free marketing automation tools, brands can easily experiment with, and implement, new and popular sales channels with the click of a button.

J.LINDEBERG

High-end fashion and sports brand J.Lindeberg was founded in Stockholm and New York in 1996. Since then, J.Lindeberg has grown into an innovative and sophisticated brand offering fashion, sports collections, and athleisure apparel to customers all over the world. The brand first explored a headless track with Shopify as an order engine, but quickly realised Shopify could power their entire ecommerce operation and help them achieve what they wanted for their branding ambitions. They were able to replatform in just 16 weeks—and create a vibrant website reflecting the premium look and feel of the brand.

oOol

Since migrating to Shopify from Salesforce Commerce Cloud, J.Lindeberg has seen:

- **70%** increase in revenue without any major price activations or mid-season sales

- **7%** increase in conversion rate

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[9] According to research completed in April 2023 in partnership with a Big Three global management consulting company.
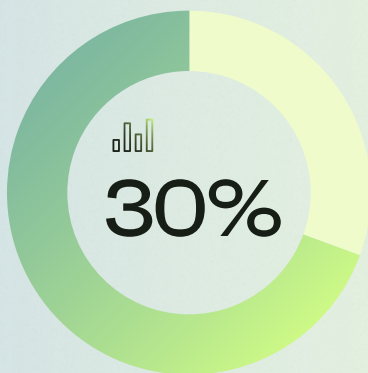
04

Global sales, clicks away

Expanding into new markets

The shift to digital commerce is a global phenomenon. Significant year-on-year growth in key industries continues, with fashion and apparel, health and beauty, and home and garden leading the way as the top three by global order volume. On the world stage, digital B2B commerce is expected to reach $36 trillion by 2026, and B2C $5.5 trillion by 2027. Global anticipation grows since we have realised that 30% of online store visitors now come from international markets. Converting these global shoppers, once a challenging prospect, is becoming increasingly important for sales overall.

However, as of December 2024, the average conversion rate across digital commerce sites was 2.17%, down 0.06% from the previous year. This indicates that success will remain hard-won in 2025, and new global markets may be just what is needed to tip the scales in your brand's favour.

With Shopify Markets, we have designed a digital commerce solution that enables brands to sell to multiple countries, and scale internationally. Our Managed Markets functionality simplifies expansion to new regions by reducing the complexity of barriers such as compliance, tariffs, shipping, and conversions—all from one central store. Millions of Shopify brands sell across 170+ countries.

30%

30% of online store visitors come from international markets.

YSÉ

Ysé is a company created by women, for women. Over the last ten years, it has made a name for itself in the fashion industry and now embodies elegance and sophistication. Before migrating to Shopify, Ysé was using an ERP combined with a Prestashop platform. This configuration required countless manual adjustments, which were both time-consuming and costly. But the migration to Shopify put an end to all that.

Since moving to Shopify, Ysé has seen:

- **30%** increase in the average shopping cart amount on its website

- **65%** of revenue through digital channels

- **Doubling** of its number of stores in just two years thanks to a successful omnichannel strategy

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Localising experiences worldwide

Imagine one storefront and a single, central back office that allows you to create tailored local experiences for global customers anywhere in the world. Shopify makes this possible by granting brands the ability to adapt an international storefront to local conditions, all while efficiently optimising functionality for high-conversion shopping in every region of operation. All the features required to do this are included in the standard Shopify central admin.

Instead of depending on custom builds for every new function, brands can rely on Shopify's extensive ecosystem of pre-vetted apps, global technology partners, and developer resources to achieve faster innovation without having to start from scratch. These are the kinds of solutions that can help shape strategic collaborations to expand brand reach and drive business growth.

Your storefront content can be localised to fit regional cultural nuances, while also taking advantage of custom catalogues and pricing. Shopify's central admin provides a vast collection of built-in features that not only localise storefronts, but calculate and collect local duties and taxes, comply with regional regulations, handle cross-border complexity, and make shipping easier and more cost-effective. In addition, there are over 130 local currencies to choose from, and regional payment methods work out of the box. Finally, many of the features you need to scale internationally are included in Shopify's fees. These range from market-specific storefronts, content and pricing, domains and subfolders all the way to translation management.

Over

130

local currencies to choose from

NUDIENT

NUDIENT is a phone accessory brand founded in Stockholm in 2016, aiming to disrupt the market by creating stylish, precise cases that blend functionality with fashion. While their early journey began with Shopify, they migrated to Centra but later realised that returning to Shopify was the right choice for their evolving needs – including combining their individual storefronts into one globally accessible site.

Since returning to Shopify, NUDIENT has seen:

- Consolidation of **15 storefronts** into one single Shopify store

- **+19.6%** YoY growth in the UK

- **+8.3%** YTD growth in the US

- **Market entry into 2 new APAC markets:** Japan and Korea

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05

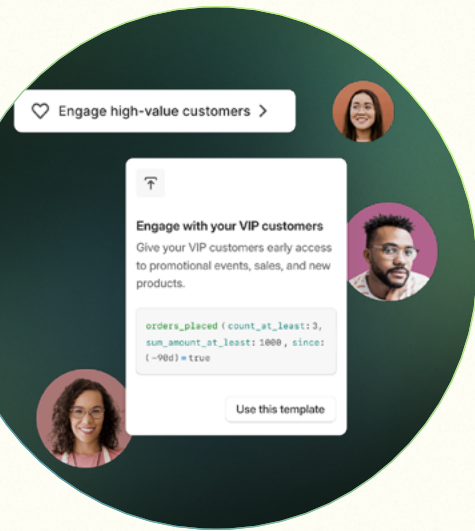## Driving innovation with agile commerce solutions

Turning your ideas into business results

The world of fashion thrives on innovation and the pursuit of fresh ideas. To keep the fascination alive, next-gen commerce features can be employed to reinforce connections between a brand and its customers. Shopify empowers premium European fashion and apparel brands such as Belstaff, Patta and Tommy Hilfiger, Syster P, Pinalli, Represent, TASCHEN, and J.Lindeberg with reliable, high-performance features including personalised storefronts and AI-driven commerce.

When updates, adjustments, and changes to your store are the norm, your development teams deserve to spend their time building new features rather than being held back by a backlog of maintenance work. Functionality, site performance or turnaround time should never be compromised.

Shopify's intuitive UI allows non-technical and business teams to test, implement, and fine-tune new ideas, go-to-market strategies, and product customisations. Plug-and-play, commerce-focused tools help to merchandise products, run promotions, personalise the shopping experience, and access customer data to optimise the funnel and create value. Shopify automatically combines your first-party customer data into a single identity, accessing everything from the emails customers have read to the forms they've filled out, and what they've added to their cart. Then our web and server pixel integration allows you to reengage the exact same customer with personalised email and advertising campaigns.

Customer Segmentation

Shopify's segmentation makes personalised marketing easy. Since it is built using first-party customer data gathered from your store and connected apps, you receive a powerful source of truth for your segmentation strategy. As this is part of the standard Shopify plan, your entire business has access at no extra cost.

Custom Product Attributes (Metafields)

Custom product attributes allow brands to tailor product information to fit different markets by way of individual metafields. These are a powerful tool for international fashion brands with diverse regional requirements such as language variations, compliance details, and localised sizing or colours. Metafields can be added to your products, collections, customers, orders, and other parts of your store directly from your Shopify admin.

Superior analytic capabilities built on a single source of truth

The more complex your tech stack is, the more challenging your data management and reporting are likely to be. Many brands struggle with fragmented data correlation across multiple third-party integrations in their back end. Shopify solves these complications by providing a single source of truth across all sales channels and customer touchpoints. Powered by a single data model, Shopify Analytics helps increase sales by aggregating real-time data on sales, customer behaviour, and inventories from online stores, marketplaces, and physical retail locations into one convenient dashboard.

Our dashboard supports drag-and-drop customisation, so you can put your most critical metrics centre stage. Visibility like this reduces response times to changing data – without the need to export them first. Within a report, our ShopifyQL allows you to easily query, explore, and analyse your data. Shopify's AI-powered tools optimise marketing and product recommendations automatically, and even enable highly targeted personalisation and segmentation. Finally, our unbiased reporting on attribution, customer acquisition costs, and return on ad spend across channels like email, social, and advertising provides full, real-time transparency of campaign performance.

Find out more about how true unified commerce transforms businesses across operational efficiency, performance, and revenue growth.

Maximising agility with rapid prototyping

Developer-dependent platforms often rely on resource-heavy A/B testing to build, test, and deploy new storefronts, tools, or sales and marketing strategies. While effective for fine-tuning, A/B testing requires significant time and traffic to yield relevant insights, limiting its ability to fuel innovation. Rapid prototyping, on the other hand, allows for fast and continuous iterative modelling before full-scale development. Capturing user data and identifying usability issues early on reduces development cycles, accelerates decision-making, and fosters innovation that drives growth.

The ability to iterate rapidly can prove to be a game-changer in the fashion and apparel industry where speedy execution and adaptability are critical. The Shopify platform is designed for agility and speed. By enabling you to leverage rapid prototyping across every aspect of your business, we drastically reduce your time to market—whether you are launching a newly designed or optimised storefront, implementing product customisations, or testing a new experimental feature.

REPRESENT

Few brands have seen a rise as meteoric as Represent. The British luxury fashion label was founded by brothers George and Michael Heaton in 2011; a little over a decade later, the brand is on the cusp of £100 million in revenue. It captured the zeitgeist in the process—being worn by megastars including Justin Bieber, and forming creative collaborations with the likes of Metallica and Oasis.

Since migrating to Shopify, Represent has seen:

- **50%** increase in international sales

- **Over 100%** increase in organic traffic through localised websites

- **25x** increase in site traffic during Black Friday

- **8x** increase in conversions during Black Friday

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Striving for constant innovation

Innovation drives our momentum forward, making Shopify's R&D team the spearhead of the digital commerce movement. Our Editions introduced more than 200 new and updated features in 2024 alone, and we have launched more than 800 new and improved features since 2020. So instead of spending time and resources on third-party developers for key functionality or simply maintaining the status quo of your store, let Shopify help you focus on turning your innovative ideas into real business results.

800

new and improved features released through Editions since 2020

TOMMY HILFIGER

Patta and Tommy Hilfiger joined forces again to celebrate 90s hip-hop culture and the influence it has had on both brands. The collaboration would include a fashion drop, a 12" single, and a memorable ecommerce experience. The team knew that headless architecture would be necessary in order to have full creative control of the content experience and keep site performance at the highest level. They chose to use Hydrogen, Shopify's React-based framework, which was purpose-built for commerce. At the peak of the customer wave, the Patta x Tommy website had 15K+ visitors at one time—with zero performance issues or downtime.

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Shopify Hydrogen and Oxygen will become the new standard for headless e-commerce development. During the whole project we had direct contact with the Hydrogen team who couldn't have been more helpful, and we're now super excited for the launch of Hydrogen 2 built on top of Remix.

Paul Veen
Operational Director,
Ask Phill for Patta and Tommy Hilfiger
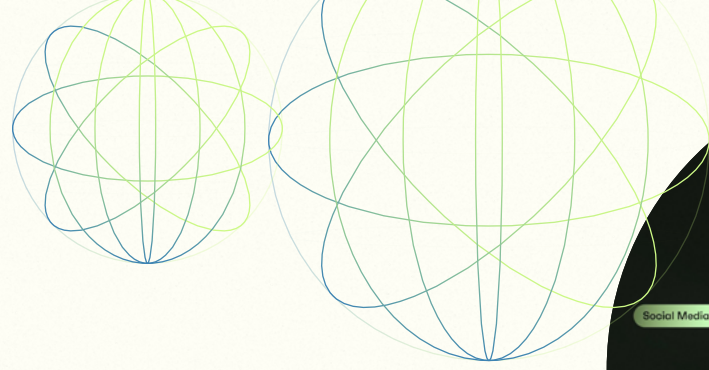
→ **READ THE FULL CASE STUDY**

UNIFIED

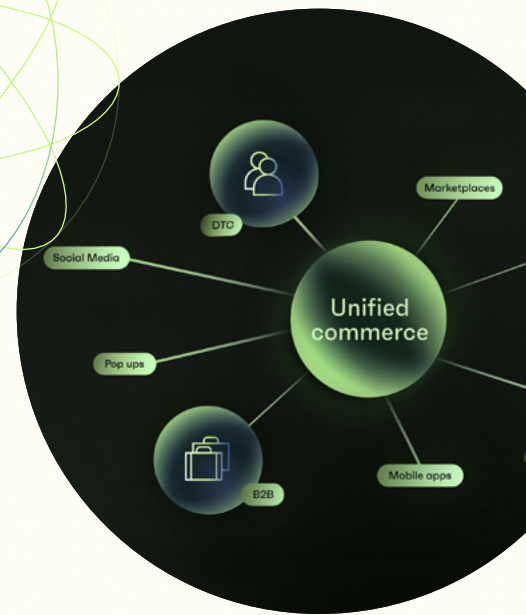→ Experience the most intuitive and powerful Shopify yet.

06

An ecosystem to rely on

Partners & developers

Leading the digital commerce movement means that Shopify has the attention and support of more than 2,800 partner agencies and developers worldwide. Wholeheartedly focused on Shopify, they can provide brands with all the support they need to either make the switch to Shopify, or build niche features. This is not a question of straightforward maintenance, as our partners are dedicated to creating business innovation and growth.

2,800
partner agencies and developers around the world.

Technology

With millions of shops on Shopify, combined with our well-known development languages and frameworks, there is now a vast global ecosystem of developers building on our platform. To date, they've created over 10,000 Shopify apps that extend functionality and provide extensive options for both customisation and integration. For further peace of mind, every app is first vetted by a 100-checkpoint review before its release on the Shopify App Store. So instead of adding requests to your technical team's backlog or developing functionalities from scratch, brands on Shopify can use pre-tested, plug-and-play commerce solutions with nothing more than just a few clicks.

Each app on Shopify has to pass a **100-point review** before it hits the Shopify App Store.
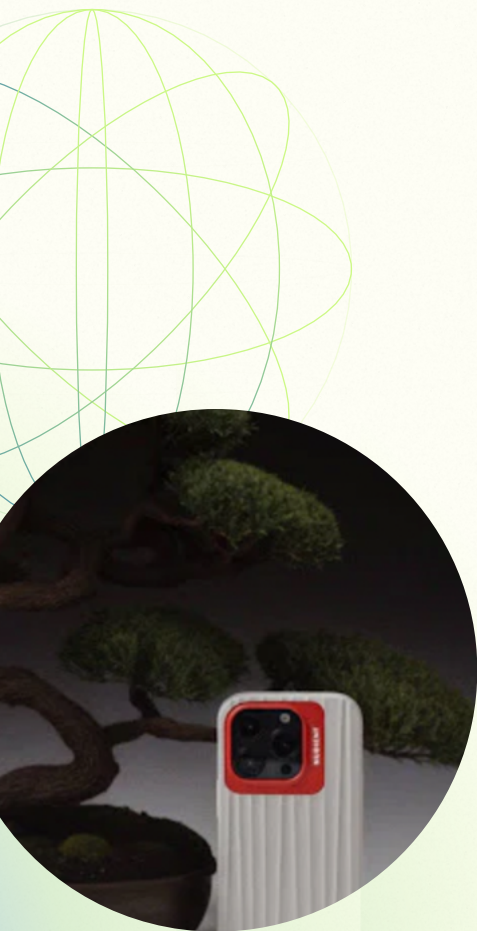
> We didn't fully understand the challenges until we moved to Centra. For example, with a fully custom site, you have to build SEO from scratch. When we went live, our site's visibility was essentially wiped out.

Pontus Krusing
CEO, Co-Founder, NUDIENT

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07

Frequently asked questions

How can Shopify be as agile and customisable as we need it to be?

Shopify provides the optionality to build in a way that makes sense for your brand, and to take responsibility for as much development work as you want. You can use extensive built-in functions or go for customisations and innovate across every aspect of commerce to meet your specific needs. At Shopify, you can choose your ideal commerce stack, including headless or modular solutions, set up a custom storefront using your favourite framework, and seamlessly integrate with any third-party system you already have in place.

Isn't Shopify the more expensive option?

There's considerable variation in the total cost of ownership, with fees often being as low or lower on Shopify. The direct comparison of platform costs is also likely to prove insufficient, given that you can avoid developer fees for bug fixes, routine maintenance, and basic site changes. Shopify's hosting costs will remain consistent too. Overall, Shopify's total cost of ownership is 33% better than the competition's, on average.[10]

But for brands looking to drive their growth, it's not just about the cost. Shopify also provides you with the tools and built-in features you need to help increase revenue, improve ROI, and create long-term value for your brand.

Can Shopify simplify multi-market commerce?

All our commerce solutions are made to meet the demands of local and cross-border businesses. Built to work in more than 150 countries, Shopify offers localised storefronts that can cater to multiple languages, currencies, and payments, while leveraging native internationalisation tools with pre-built local translation, tax, and import settings. Many European brands like Belstaff, Patta and Tommy Hilfiger, Syster P, NUDIENT, Pinalli, Represent, TASCHEN and J.Lindeberg run their global commerce on Shopify.

[10] According to research commissioned by Shopify and conducted November 2023 to February 2024 by a leading independent consulting firm to study TCO across major platforms in North America and understand Shopify's relative positioning based on objective research methods. Major platforms include Adobe Commerce, Salesforce Commerce Cloud, WooCommerce, and BigCommerce.

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With Shopify we can add features and functionality ourselves, which previously would have cost us 40 hours or more with WordPress. That's one of the things I appreciate about Shopify the most.

Hanna Holmberg
Head of Marketing, Syster P
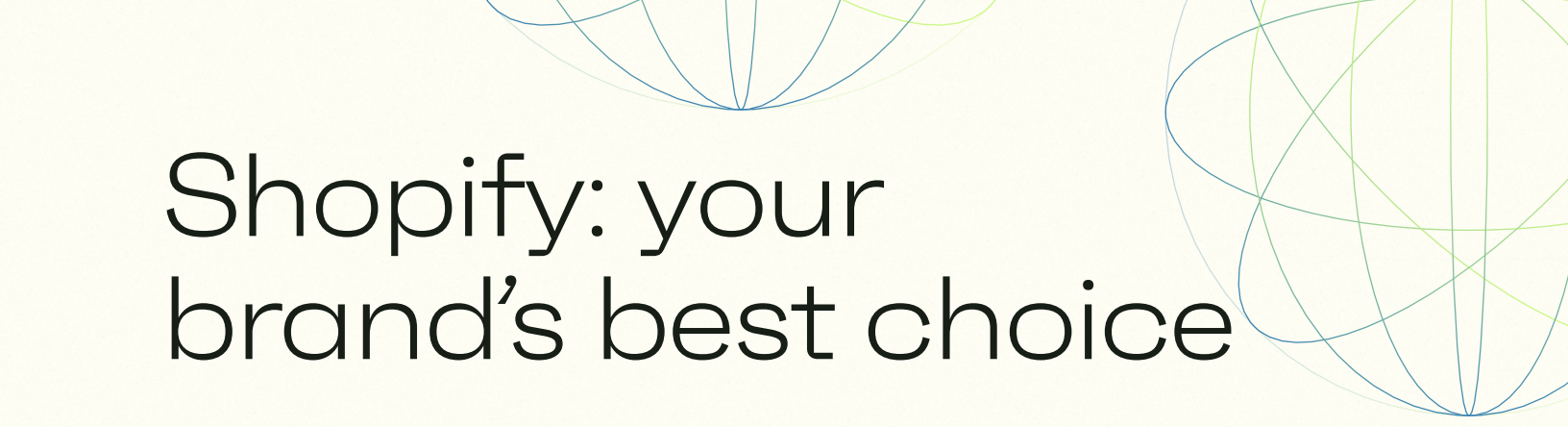
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Does Shopify allow us to handle all channels from one platform, including both B2B and DTC?

Shopify provides robust solutions across DTC, B2B, and retail. You can seamlessly access omnichannel solutions and add various sales channels by simply clicking a checkbox. This allows you to expand your reach and engage with your customers without unnecessary technical overheads. With Shopify, you can realise the full potential of unified commerce.

Will we be able to find agencies or developers to support us?

With over 2,800 partners focused on Shopify, it's easy for you to gain access to all the expertise you need to make the switch to Shopify or build niche features. Millions of shops on Shopify and their well-known development languages and frameworks create a vast global ecosystem of developers building on Shopify, with over 10,000 apps providing extensive options for customisation and integration. Consider switching to partners that focus not only on maintenance, but on business innovation and growth.

Shopify: your brand's best choice

In the fast-paced fashion and apparel industry, you can't afford to miss a beat. Add today's hyper-connected global marketplace and your digital commerce is a make-or-break factor. Offline or online, locally or globally, your customers expect nothing less than rewarding interactions that work simply, seamlessly, and without hiccups. As analysts including the 2024 Gartner® Magic Quadrant™ for Digital Commerce, IDC, and Forrester have confirmed, Shopify is a leader in commerce, providing brands with what they need to succeed so that you're not distracted from what you do best—your business.

Any questions about migrating to Shopify?

From reducing the tech stack burden to optimising development agility and conversion rates, the benefits of migrating to Shopify are clear. Supported by Shopify's team and launch engineers, you could join the millions of brands to have collectively made over $1,000 bn on the number one commerce platform.

→ Get in touch to find out more about the benefits of migrating to Shopify.