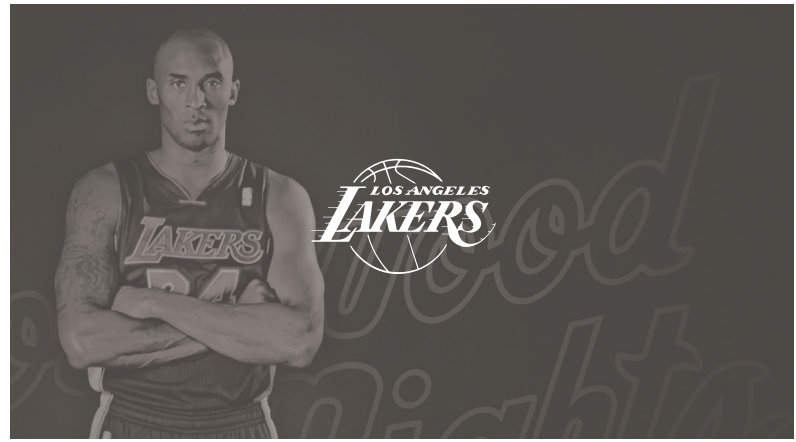


Shopify saves LA Lakers' jersey launch



Amy Robertson oversees the merchandise for the Los Angeles Lakers at the Staples Centre in L.A., as well as their ecommerce sales. As an employee of sports entertainment company AEG Worldwide, Amy has built many shops on Shopify and decided it would be the best solution for the LA Lakers as well.



“We tried Shopify with a couple of our other smaller-scale stores first, and we were pleased with it so we decided to go with Shopify right before the 2013 season began.”

AMY ROBERTSON MERCHANDISING FOR LA LAKERS

YEAR-ROUND SALES

“Ecommerce shops allow sports teams to reach their fans and customers outside of the local market, every day of the year. We’re always trying to work with them to remain relevant year-round, not just during game season. It applies for other industries as well. The Grammy Store is another example. The Grammy Awards are only one day, but we use merchandise to stay relevant year-round.”

QUICK SOLUTION

“We were using a platform that, quite honestly, we outgrew. We needed a pretty quick and simple solution to transition to at the beginning of the 2013 season. We tried Shopify with a couple of our other smaller-scale stores first, and we were pleased with it so we decided to go with Shopify right before the season began.”

TRANSITION

“It was hectic! We were also up against the clock because the Lakers were unveiling their alternate jerseys right around that time. We hustled and got the Hollywood Nights jerseys out mid-September. It was one of our most successful jersey launches in terms of quantity sold.”

Learn more at shopify.com/plus