Shore Projects scales easily with Shopify

Shore Projects is a watch brand inspired by the elementary beauty and idyllic fun of the British seaside. Launched in March 2014, Shore Projects experienced explosive growth in brand awareness and demand even though they sold exclusively online. Shore Projects will soon be stocked in Topshop, ASOS, Selfridges, John Lewis, Urban Outfitters, and Anthropologie.

CHOOSING SHOPIFY

"The fact that Shopify as a company is forever trying to improve conversion rates and make the platform as slick as possible meant that choosing Shopify was a nobrainer. Shopify gives a new brand the ability to stand shoulder to shoulder with big established brands."

CHOOSING SHOPIFY PLUS

"Having a dedicated account manager was really valuable to our business. When you've got an account manager that's always in the loop, that's your one point of contact, and they'll chase and check that things are done on your behalf. At the scale we're at, that's an invaluable service to have. This allows us to focus on our brand and our product and not worry too much about the technical things."

> "There's no way on earth we could have gotten to where we are now, in the way that we have, with the budget that we have, without a platform like Shopify."

NEIL WALLER CO-FOUNDER SHORE PROJECTS

EASE OF USE

"It's so powerful, yet so simple. Especially back in the early days when we had a smaller team and I was trying to do things like set up a discount code, I could be out and about and do that on my mobile phone. There's no way on earth we could have got to where we are now, in the way that have, with the budget that we have, without a platform like Shopify."

FAVOURITE FEATURE

"One thing I'm most proud of is our gift box page. It's a tool we built on to the site where people can buy gift boxes for a certain price. If you look at our statistics, our gift boxes are 70% of our sales. Basically, we let someone buy a watch and three additional straps for a heavily reduced price."

GROWTH

"Shopify is really scalable. Especially as we started to transition to brick and mortar, the fact that Shopify has a POS system and everything links up — it gave us an impressively slick operation in the shop. People come to the shop and see our POS and how slick it looks and they're all really impressed by it."

Learn more at **shopify.com/plus**

shopifyplus

Everything you need to run a high volume store