

Case Study: American Apparel eCommerce Replatform

œ objectedge.com/case-studies/american-apparel-e-commerce-replatform



The Results

In addition to completing this implementation in six months, including the rapid pace of changes required to meet fast fashion needs, Object Edge was able to deliver an open, scalable platform with the features and functionality to support this company's growth well into the future.

New Markets:

- Multi-site and multi-country architecture with scalable back-end integration framework. Object Edge helped launch multiple countries/markets UK market in one month and within a span of 2 weeks launched Australia, Hong Kong, and Singapore markets.
- Object Edge used a combination of process and automation through which, this partner's business and operations teams were able to launch stores with little or no dependency on technical teams.

Increase in Sales:

- Since launching this new eCommerce platform, they have continued to deliver an increase in eCommerce sales, with a more than 38% increase over the same period the previous year.
- Sales increased more than 59% in December year-over-year, to become the highest sales month in the history of the company's online business.
- Sales continued to increase six months later by more than 37% over the previous year.



Looking for help?

Your next digital success story is just beginning. If you want to turn complexity into confidence, start with a complimentary discovery session. Let's see together how Object Edge can help you accelerate your eCommerce results and build long-lasting value.

[SCHEDULE NOW](#)

- **Client-Centered Partnership:** We are more than implementers. We advise, mentor, and collaborate at every step, helping your teams mature and succeed alongside new technology.
- **Focus on Your Outcomes:** Every engagement is measured by your success—growth in revenue, customer loyalty, reduced operational headaches, and faster innovation.
- **Deep Specialization:** With years of experience running global B2B and B2C commerce launches, our certified experts deliver exceptional, repeatable results.
- **Innovative by Nature:** We continually learn and evolve, keeping your business ahead of trends whether in composable commerce, AI, automation, or whatever comes next.