



CUSTOMER STORY LOOMSTATE

**How Loomstate wove together
commercetools Composable
Commerce and Frontend
to deliver richer customer
experiences**

LOOMSTATE

Loomstate is a B2B company on a mission to revolutionize workwear and uniform fashion with its sustainable approach. By utilizing organic and recycled materials, Loomstate sources durable and functional clothing that is both environmentally friendly and practical.

The company prides itself on being an ethical brand, working closely with suppliers and manufacturers to ensure responsible production practices. What sets Loomstate apart is its commitment to transparency and traceability in the supply chain, giving customers peace of mind knowing that the products are not only stylish and well-made but also functional and sustainable.

Markets	Headquarters	Industry	Business Model	Worked with Partners
5	New York City, New York, United States	Fashion & Lifestyle	B2B, B2C	Authorize.net , Braintree , Google Cloud , Retool , Vue Storefront

2
months to launch B2B website

300
commerce APIs

99.99%
uptime

The Challenge

Loomstate recognized the need for a transformative shift to enhance its digital capabilities. The company's existing homegrown platform presented numerous pain points, including sluggish performance, slow feature implementation, high operational costs and a lack of user-friendly interfaces. These challenges collectively motivated Loomstate to seek a new solution to address its growing needs for speed, flexibility, scalability and cost-efficiency.

“ We would advise to not only replace one tool for a newer one, but use the chance to re-think your architecture, flow of information and general architecture. There's no magic formula, but what works is a combination of the right team in place, right tools and clear architecture/requirements.

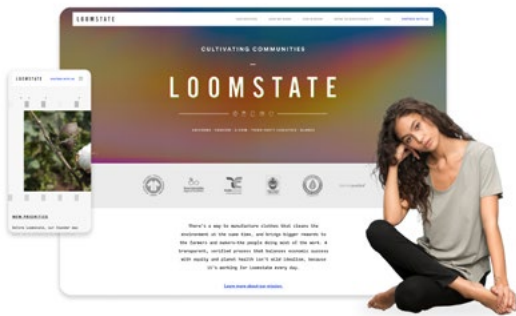
— **AISHWARYA MAHULIKAR**
PLATFORM OPERATIONS MANAGER, LOOMSTATE

The Solution

Loomstate's migration to **commercetools Composable Commerce** was a test of resilience as the company overcame various challenges. Migrating vast amounts of data, especially sensitive order information, required a strategic approach. Loomstate developed a custom script against **commercetools' API**, ensuring a seamless data transfer while prioritizing customer privacy and data integrity. The company also tackled the integration of its legacy ERP system by leveraging an asynchronous architecture and harnessing the events-based possibilities offered by commercetools. By capitalizing on the flexibility and extensive SDKs provided, Loomstate successfully implemented necessary integrations and ensured a smooth transition.

Loomstate has also recently added commercetools Frontend paired with Vue Storefront to replace its previous frontend platform. This was done to expedite and standardize the frontend development process, as well as provide an elevated look and feel to its websites. In fact, Loomstate is now utilizing **commercetools Frontend** to rebuild the Chipotle (one of its biggest clients) B2B customer portal.

Why it was a success



Loomstate's migration to a composable architecture using commercetools yielded significant benefits. The new customer portal is benefitting from improved platform performance, faster feature implementation and an intuitive user interface. Moreover, it has enhanced Loomstate's data collection capabilities, enabling it to better serve its customers and make informed decisions. And the scalability and cost-efficiency of the solution have streamlined its operations and optimized resource allocation.

The company's success prompted it to develop its own dedicated development team, enabling ongoing improvements and customizations to meet evolving business requirements.

commercetools features for Loomstate



MACH

Improved reliability, scalability, efficacy of development, performance and customization of storefronts.



Catalog

Ability to do product sorting easily, which is especially useful during new product launches.



Dashboard

Significantly more reporting capabilities and product information based on individual needs.



commercetools

About commercetools

commercetools founded the headless commerce concept, and is the industry-leading composable commerce platform enabling brands to adapt and lead evolutions in digital commerce. commercetools provides its customers with the agility and tools needed to innovate and iterate on the fly, merge online and offline channels, take advantage of new markets, drive new and higher revenue-generating opportunities, and future-proof their eCommerce business — without incurring technical and operational risks.

Today, commercetools is trusted by some of the world's most iconic brands including Audi, Danone, Eurorail, NBCUniversal, Sephora and Volkswagen Group and many more. To learn more, visit [commercetools.com](https://www.commercetools.com).