

CUSTOMER SUCCESS STORY

Khaite's Journey: Mastering Unified Commerce with Quantum Lead and Shopify

Khaite, the **New York-based luxury brand** known for its modern take on American sportswear, rose to prominence as an **e-commerce leader**. Founded in 2016 by award-winning designer Catherine Holstein, **Khaite** garnered critical acclaim, with Holstein winning the CFDA Fashion Award for American Womenswear Designer of the Year in both 2022 and 2023.

The Challenge: Seeking deeper customer insights to master unified commerce

Committed to a "white-glove touch" throughout the customer journey, **Khaite** sought deeper client insights to empower their team and fuel their expansion plans.

By combining Khaite's dedication to personalized service with the robust capabilities of Shopify POS, Quantum Lead's work helps ensure long-term brand loyalty for this evolving luxury leader.

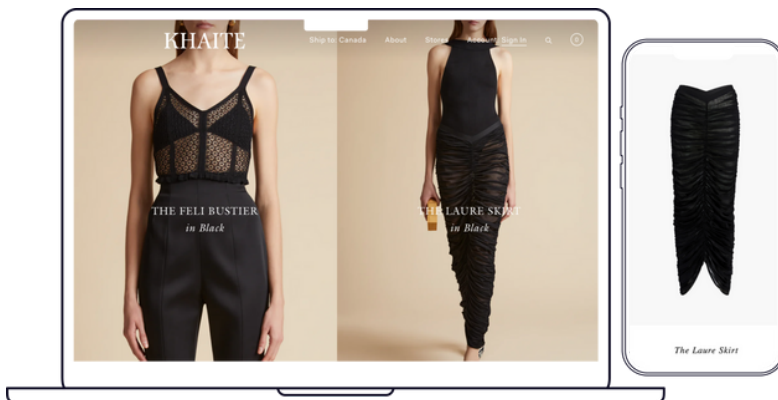
The Solution: Leveraging the power of Shopify POS to deliver seamless journeys

Known for crafting customized solutions for luxury brands, Quantum Lead supported Khaite's smooth transition from an online-only brand to a multi-channel retailer.

By leveraging their existing **Shopify Plus** platform and implementing **Shopify POS**, **Khaite** launched its first physical store in New York City in early 2023. This expansion into physical retail saw sales increase **30 percent** in 2023.

The Results: Delivering elevated experiences and expanding store presence

DTC (direct-to-consumer) channels, including stores and e-commerce, are expected to represent **40 percent of sales this year**. This underscores the importance of a seamless omnichannel experience for **Khaite's** customers, which **Quantum Lead** is proud to support.



Uses

- VIP Clienteling
- Retail Store Launch
- Customer Segmentation & Personalization
- Events and Campaigns
- Dashboards, Reporting, and Analytics
- 360 Degree View of Customers
- Unified Commerce Experiences