



## Case Study Highsnobiety

# Highsnobiety

Founded:	2005
Headquarters:	Berlin, Germany
Industry:	Media Fashion / Lifestyle
Employees:	180
Partner:	in-house

*“When we selected our platform, we really looked at how we could merge eCommerce & content with the technology that commercetools provides. We wanted a strong backend to scale our business.”*

– Laura Mehler, VP Strategy & Operations,  
Commerce at Highsnobiety

### The company

Founded as a blog, global media brand Highsnobiety has been the go-to destination for emerging trends in streetwear, art, culture and lifestyle since 2005 and now boasts 500 million social media impressions and 9 million unique visitors per month. In 2019, it launched its own worldwide eCommerce offering.

### The challenge

With its roots in publishing and its core in products and the stories behind them, a key challenge was transforming Highsnobiety’s business model to combine engaging content with a great on-site shopping experience. Venturing into commerce brought operational challenges, such as building product fulfilment capabilities to manage the purchase and delivery of physical products while delivering a great user experience on a global scale.

### The solution

**Shop till you drop!** Highsnobiety sought out commercetools’ innovative and agile technology to offer high-quality content along with the ability to shop all in one place. The flexible frontend development capabilities, a strong backend and a headless API commerce system enabled Highsnobiety to launch flash sales and new product drops while keeping pace with a growing audience and easily scaling the business to meet its global growth.