

The Chive

Massive flash sales made possible by Shopify

“We left Shopify while trying to develop a solution on Magento, and it failed.”

The Chive began as a photo entertainment website with no ecommerce shop. Once the brand became ubiquitous, they decided to launch The Chivery – a Shopify store to sell apparel bearing their mantra: “Keep Calm and Chive On.” It caught on like wildfire. The company used a scarcity marketing technique to keep people wanting more with limited quantities and flash sales. But those flash sales would crash Shopify’s platform in its early days, and The Chive switched to Magento. It was a decision that lasted only months before they returned to Shopify.

Boomerang

“We left Shopify for two to three months while trying to develop a solution on Magento, and it failed. So we came back to Shopify. It’s the best solution we’ve found for us. You guys are on top of everything. We use Shopify’s API for our fulfillment and ERP, and we’re super happy.”

Ecommerce as Branding

“We don’t want every single person to have a green ‘Keep Calm and Chive On’ shirt. We shortened the supply on purpose. During our flash sales, we get 100,000 people trying to buy 10,000 shirts. The main reason is because when you wear that shirt out in public, it’s recognized by other Chivers, even bartenders and waiters, and they hook you up. It’s really interesting. Without the apparel itself, and the ecommerce platform, we definitely wouldn’t have that.”

Cyber Monday

“We didn’t have any issues during our Cyber Monday sale. All in all we’re super happy. This was our biggest day ever. We doubled in terms of sales from last Cyber Monday. It was really successful.”

Scaling together

“We grew our companies together. You guys upped your systems for our scale and we brought you the scale. It’s really been pretty solid since we came back.”

Favourite Features

API: “The API is really good. We’re doing a bunch of integrations with ERP systems.”

Ability to handle flash sales: “I emailed a few executives at Shopify after Cyber Monday to say thank you. You prepared really well and you handled it without any glitches.”