

Assembly

ASSEMBLY NEW YORK / LOS ANGELES

Assembly maintains the business of hype with one back office

Greg Armas had no design experience when he first opened Assembly in New York. The store was originally opened in the Lower East Side because of the cheap rent and now Assembly finds themselves in the middle of New York's most trendy shopping district.

As the neighbourhood evolved, Assembly evolved with it. Although it started as a store exclusively for men, Assembly now sells their men's and women's lines alongside vintage and high fashion pieces, in New York, LA, and online.



Challenge

Managing inventory between two retail locations and an online store becomes difficult when you have a single team doing it. Assembly was using spreadsheets to manually keep stock and manage transfers, and they often ended up over selling in one location or another because of it.

The brand needed a way to get organized and manage their stock in a single place where the owner, managers, and buyers all had access to the same information to make informed stock decisions together. And they needed to be able to do it without compromising on their brand identity.

How could they get the sophistication, information, and organization they needed while continuing to hire the artists and creatives that made their brand stand out in the crowd?



“Shopify, Shopify POS, and the backend reporting, has helped us really analyze our business in a way that we couldn’t before... to have one system where every aspect of the store is put together has been really, really helpful.”

— Ally, Manager, Assembly New York

Solution

Using Shopify and Shopify POS, Assembly was able to manage their inventory for their retail and online stores in a single location, making information about sales numbers and analytics instantly accessible to managers, buyers, and important decision makers in the company. This meant more accurate stock numbers and fewer disappointed customers due to valuable insights.



Results

Shopify’s easy to use technology means that the store can continue hiring the people that best represent their brand and allowing them to spend less time learning new technology and more time enriching their customer experience.