

## CUSTOMER SUCCESS STORY

## Khaite's Journey: Mastering Omnichannel Retail with Quantum Lead



## Why Quantum Lead

**Quantum Lead** thrives on crafting customized solutions for luxury brands like **Khaite**. We blend technology and retail expertise to drive customer-centric growth.

With **Quantum Lead's** support, **Khaite** smoothly transitioned from being an online-only brand to a multi-channel retailer. Originally established as an online brand through **Shopify Plus**, **Khaite** leveraged **Shopify POS** to launch their first physical store in New York at the beginning of 2023. This expansion into physical retail saw **sales increase 30 percent in 2023**.

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
- Omnichannel Experiences

**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.

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.**