



Case Study LoveCrafts

LoveCrafts

Founded: 2012

Headquarters: London, UK

Industry: Retail

Employees: 140

Website: [lovecrafts.com](https://www.lovecrafts.com)

Partner:  **checkout.com**

 **Vue Storefront**

The company

With offices in the US and Ukraine, LoveCrafts is a UK-based start-up that unites crafters worldwide by providing an online shopping platform for crafting patterns and supplies. LoveCrafts' main philosophy is to build connections and community for crafting enthusiasts everywhere.

The challenge

LoveCrafts needed to migrate off of their Magento 1 commerce platform and find a solution that could support both the complexities of their commerce, community and content needs, and seamlessly combine them together.

The solution

LoveCrafts chose commercetools, Vue Storefront and Checkout.com platforms in order to facilitate a unique buyer journey that is strongly supported by content.

The result

In the middle of the re-platforming process, LoveCrafts has chosen to re-platform in increments, launching screen-by-screen. So far, the user feedback has been overwhelmingly positive.