



## Case Study THE YES

### THE YES

Founded:	2017
Headquarters:	New York City, US
Industry:	Fashion

#### The company

Founded in 2017, THE YES changed the fashion game completely with the first AI-powered shopping experience that could be uniquely tailored to each person.

#### The challenge

THE YES wanted to build a commerce solution that would deliver the fastest, lowest-friction purchasing experience possible, allowing shoppers to search for, find and purchase their orders quickly and seamlessly. It also needed to support their complex “drop ship” operational model.

#### The solution

commercetools powers THE YES's checkout, fulfillment workflows and entire customer purchasing experiences (cart, orders and returns). THE YES also uses a few off-the-shelf commerce solutions, including Stripe, Avalara, Easypot and Iterable.

#### The result

In May 2020, THE YES app was launched, bringing shoppers personalized, predictive recommendations from over 250 top fashion brands, ranging from Zara to Bottega Veneta. Choosing commercetools gave THE YES exactly what they wanted: speed and frictionless shopping.