

CASE STUDY

Marine Layer Goes All-In On Omnichannel

Marine Layer is an American-made brand built around “absurdly soft” clothes. On the path to becoming a Certified B Corporation, the San Francisco-based company is sustainable, eco-friendly, and committed to making meaningful contributions to its community. These are all major drivers of the brand’s rapid growth since its founding more than a decade ago. Today, Marine Layer sells its much-loved casual apparel for all to enjoy through its website and 47 U.S. retail stores.

USES

- **Mobile POS**
- **Omnichannel OMS**
- **Endless Aisle**
- **Store Fulfillment**
- **Store Inventory**
- **Omnichannel Insights**
- **Omnichannel Cloud**

WHY NEWSTORE?

For a business with products known for their amazing softness, retail stores are important to the brand experience. Customers need to be able to visit physical locations to see and touch new collections as they roll out. But Marine Layer knows its customers no longer shop just in store or even just online, especially in the wake of the pandemic. They are omnichannel shoppers who expect a frictionless purchasing experience, regardless of channel.

This is why Marine Layer chose to completely re-platform its direct-to-consumer business and go all-in on omnichannel with NewStore. By unifying digital and physical, it would be set up to support customers online or offline with speed and ease, making it possible to continue toward expansion and profitability in the coming years.

OMNICHANNEL OPTIMIZATION

Core to Marine Layer's mission is connecting consumers to high-quality clothes that make them feel good. In an omnichannel world, this is only possible with precise inventory. Marine Layer has been able to achieve inventory flexibility with the NewStore Omnichannel Platform, which natively combines store inventory management with POS and OMS. As the brand's master for all store inventory functions, from cycle counting to receiving to transfers, NewStore makes ATP stock available to sell across the entire enterprise. As a result, Marine Layer is able to lean into omnichannel fulfillment as an essential means to its growth.

With NewStore, 15% of all Marine Layer ecommerce orders are shipped from a store to the customer, resulting in a 21% increase in sales. Store fulfillment significantly reduces friction in the buying process as it gets orders to customers faster. It also allows for them to be shipped with a local touch, which is really important to this neighborhood brand. Even more, with access to enterprise-wide inventory, Marine Layer has seen an 11% increase in store sales from endless aisle and mixed cart orders. And, these sales have contributed to an almost 1.5x increase in UPT when compared to cash-and-carry transactions.

Marine Layer is all about delivering clothes and experiences that inspire a life at ease. With omnichannel now at its foundation, it can guarantee that. For customers and store associates.

Want to reach your goals with NewStore? [Contact us!](#)

IMPACT

11%

store sales increase from endless aisle + mixed cart

15%

of web orders shipped with store fulfillment

21%

increase in sales from store fulfillment



"NewStore has been a great partner. We launched the entire platform on-time across our full store fleet. We are confident it was the right investment at the right time, and know it will benefit our business and our customers."

ADAM LYNCH
COO, Marine Layer