



Hale Clothing

Smart fit clothing for athletic builds

Services

Consultation. **Design. Development.** Maintenance.

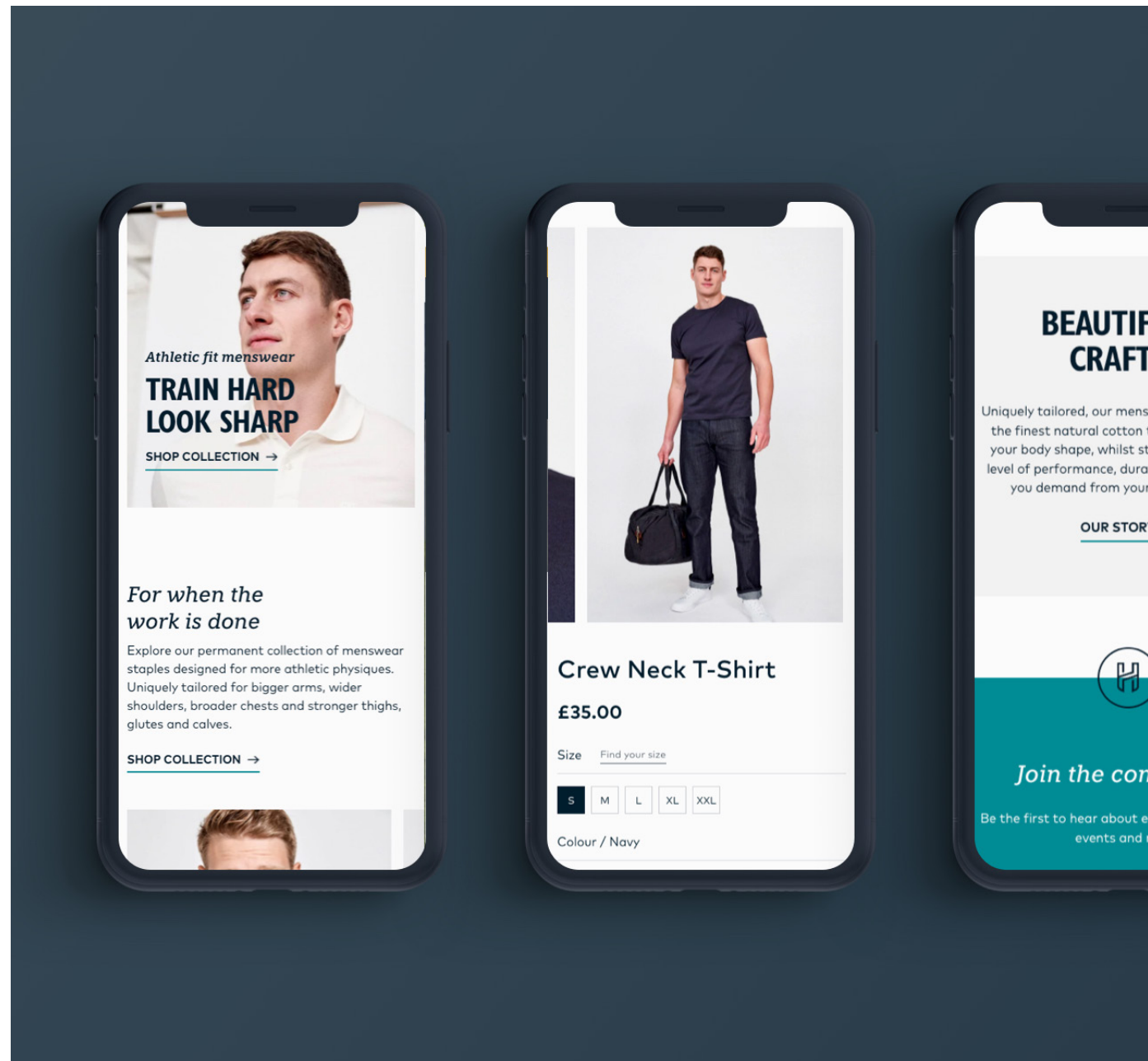
Overview

Hale Clothing came to Steadfast Collective looking for a new eCommerce website to sell their range of menswear for those with an athletic build.

Shopify was the ideal platform of choice as its primary purpose is to enable businesses to sell, ship and process payments online.

Hale Clothing seeks to serve the health and fitness community by selling comfortable, great fitting, high quality menswear for those with an athletic or muscular build.

The team at Hale involved a wide range of rugby players, athletes and sports fanatics in their brand and product development.





Goals

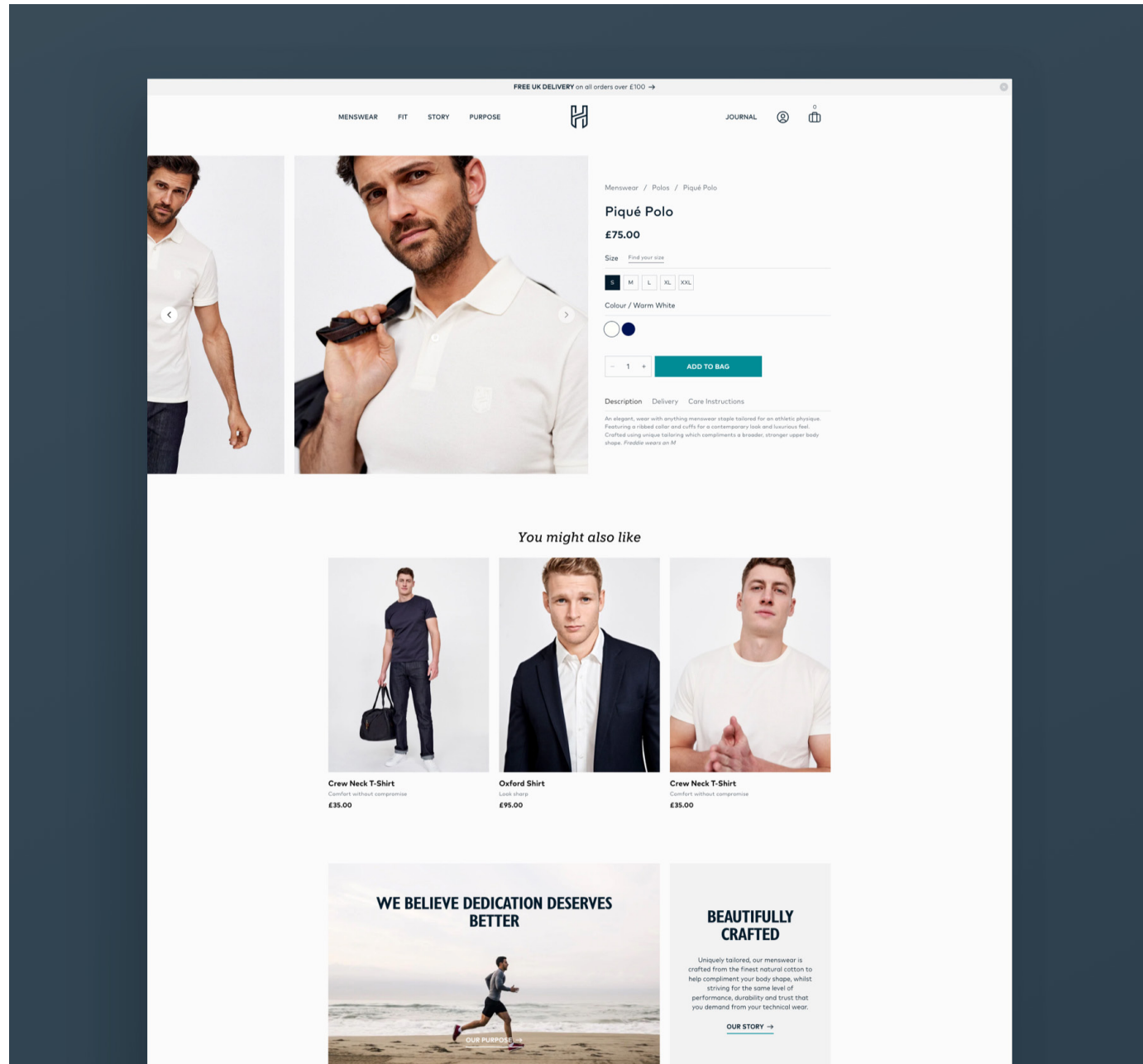
- Design and development of a new, user-focused website to showcase their products, market and sell Hale clothing and grow the Hale community of athletes and sports players using Shopify as the back end.

Results

Hale were provided with a new website focused around clean, fresh design that showcases their products whilst also telling the Hale story, sharing the thought process behind the brand and putting the Hale community ethos front and centre.

Technical

Shopify





Crafting community driven digital applications

If you would like to discuss our
previous work or a project idea,
don't hesitate to reach out.

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