

Case Study: Shopify Store: Lance Armstrong's WEDU



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Client Overview

When Lance Armstrong's team approached us with the WEDŪ brand, they weren't just looking to sell t-shirts and hats — they wanted an eCommerce experience that echoed the grit, performance, and identity of the endurance athletes they serve. WEDŪ is more than a brand; it's a movement. Our job was to translate that energy into optimization for a Shopify storefront that could handle bold product drops, cleanly scale with demand, and reflect the personality of the community behind it.

The Challenge

WEDŪ needed an online store that could keep pace with its growing brand — a mix of lifestyle apparel, limited drops, endurance gear, and podcast merch. The eCommerce experience had to reflect the brand's bold identity while handling everything from flash sales to international shipping.

Our Solution

We maintained and optimized a themed Shopify store designed for clarity, speed, and conversion:

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- A sleek, mobile-optimized theme built around WEDU's bold visuals, with flexible product page layouts and lifestyle imagery baked in. Designed for both drop-style launches and evergreen product lines.
- Shopify's robust inventory tools were configured for easy product drops, integrated with real-time shipping calculators and automated order handling — allowing the WEDU team to focus on the brand, not fulfillment headaches.
- We enhanced the storefront with conversion-boosting tools: Shopify Bundles and Stripe for streamlined checkout. Each tool was selected to support repeat buyers and community-driven brand loyalty.

Results:

- Faster load times compared to the previous store setup
- Smooth multi-product launches with real-time inventory sync
- Improved abandoned cart recovery and 25% lift in email-driven conversions
- A storefront that fully represents the high-performance ethos of the WEDU brand

Why it matters

For brands like WEDU, eCommerce isn't just a sales channel — it's a direct extension of identity. By building a Shopify store that performs with speed, clarity, and grit, we helped transform a lifestyle brand into a scalable retail experience that fuels community, loyalty, and growth.

URL: <https://wedu.team>