



Reformation Targets Global Growth Through Localized Ecommerce Powered by Global-e

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The beloved sustainable fashion brand partners with leading cross-border ecommerce solutions provider, Global-e, to enhance its online international shopping experience

NEW YORK, NY, August 30 2019 — [Reformation](#), the U.S. based sustainable fashion brand, has selected [Global-e](#) as its cross-border ecommerce partner to accelerate its global online expansion and deliver an improved ecommerce experience for international markets. The implementation of Global-e's advanced technology-based solution will enable Reformation to offer a seamless, localized online shopping experience to customers in more than 200 destinations worldwide, widening the brand's global online reach across key international markets.

Global-e's cross-border ecommerce solution will enable Reformation to provide their international customers with an enhanced online shopping experience adjusted to local market characteristics and shoppers' preferences. This includes supporting 95+ currencies, over 150 local and alternative payment methods, guaranteed tax and duties calculation with an option for real time pre-payment at checkout, localized checkout in 21 languages, a wide choice of shipping methods at attractive rates and a transparent and easy returns process. Furthermore, with Global-e, Reformation can tailor their product offering per market in accordance with their marketing strategy and business goals.

"The U.S. is the most popular destination for shoppers worldwide seeking branded goods which provides a huge opportunity for American retailers to grow internationally and increase their revenues. While many American retailers are selling to shoppers worldwide, most of them do not offer the localization required to fully capitalize on this opportunity and boost their international growth," **Matthew Merrilees**, Global-e CEO North America, said. "Reformation prioritizes a seamless customer experience and continues to innovate on it to reach more fans of the brand around the world. We are proud to support Reformation in their global growth mission, helping them to expand their global online footprint and international customer base and increase customer satisfaction."