

SurfStitch makes a splash by partnering with Tryzens

Australian coastal lifestyle platform partners with Tryzens to enhance online offering

SurfStitch, the Australian based coastal lifestyle platform, has announced it has chosen digital commerce consultancy Tryzens to help them enhance and support their digital flagship. The new partnership will continue to enable SurfStitch to provide a superior experience and explore new channels and ways of connecting with customers, especially during these challenging times.

Since its inception, SurfStitch has grown from a back-garden business located in a garage to a top-tier ecommerce platform that has serviced over two million customers. Over the years it has increased its partnerships to include over 300 different brands, such as Vans, Converse and Stussy, all providing a different, unique story to reflect its customers' passion for coastal lifestyle. Its success has allowed it to develop a strong customer base located across Australia, New Zealand and in international markets.

To meet the needs of SurfStitch's new lean inhouse dev team, Tryzens will provide 24/7 support and maintenance along with customer experience design, strategic road-mapping and enhancements to help them continue to stay ahead of the curve and on the cusp of innovation. As a digital brand, the focus has always been on providing the best possible experience for its customers and providing easy access to contemporary coastal culture.

Justin Hillberg, Managing Director at SurfStitch comments: "We have always and will continue to put our customers first. In the current climate, we need to challenge the status quo and look to new ways to evolve our online experience. We have always had strong relationships with our partners and cultural alignment has been key to our mutual success. Tryzens provides value for money, flexibility, and industry knowledge which will help us continue to deliver an outstanding online offering. Working with Tryzens is a new chapter for SurfStitch and we are excited about what the future holds."

Andy Burton, CEO of Tryzens added: "Now more than ever, providing a superior online experience has never been more important. Customers are looking for compelling experiences and product offerings as they spend increasingly more time at home browsing. We're elated to partner with SurfStitch as one of the pioneers in the online space to add our expertise and support to bolster sustainable and profitable trade."

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About SurfStitch

We're all about those feel-good, Saturday state of mind moments and use our selection of over 300 brands and their stories to provide you with the goods that best reflect your unique identity. Surf may be in our name, though we have grown to embrace the cultures that surround it. Be it fashion, travel, art, music or beyond, we stay ahead of the curve with the latest trends to help connect you with the same positive, passionate mindsets our brand stands by.

<https://www.surfstitch.com/>

SurfStitch is proud to be part of the Alquemie Group, a new portfolio of leading premium brands.

About Tryzens

Tryzens is an international digital commerce consultancy that take a holistic approach to growing your business, no matter how or where your customers choose to buy. Our team of trading specialists, strategists and technology experts are passionate about growing your business by implementing solutions that optimise performance across all channels.

With offices in offices in London, Melbourne, Sydney, Sofia and Trivandrum, we have partnered with some of the world's most successful retailers and brand owners including Cotton On Group, R.M.Williams, Liberty London, Showpo, Fisher & Paykel and Treasury Wine Estates to provide beginning to end services that help grow businesses and provide the best customer experiences.

<https://tryzens.com/>

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