

CASE STUDY

From Growing Pains to American Pride: How American Giant Scaled 2.5X

Every brand has a story. For American Giant, that story is woven into the very fabric of their products—the premium cotton of a heavyweight hoodie, the precise stitching of American craftsmen, and the powerful pride of "Made in USA."

Founded with a mission to revitalize American manufacturing, they built a thriving DTC business on quality over quantity, earning the title "The Greatest Hoodie Ever Made." Then came explosive growth: celebrity partnerships, retail expansion, and surging online demand—if their fulfillment could keep up.



The Problem

American Giant's operations were straining under success. Their existing 3PL was built for a smaller brand—manual processes, limited visibility, and a one-size-fits-all approach.

"We were experiencing stockouts despite having inventory," explained their Operations Director. **"Orders took 3-5 days to ship. Returns were backlogged. The unboxing experience didn't reflect our brand."**

As demand surged with new product lines and celebrity partnerships, they knew a change was critical for survival.

Finding a Partner Who Gets It

The search for a new 3PL wasn't just about finding more square footage. It was about finding a true partner with the technology and hands-on approach to match their ambition. They needed seamless Shopify integration, real-time inventory visibility, and a team that understood premium apparel.

The transition to ShipCore Fulfillment was transformative. Manual processes were replaced by an intuitive WMS with live inventory syncing. Custom branded packaging replaced generic poly mailers. But the real difference wasn't just in the technology—it was in the service.

"We don't feel like we're just another SKU sitting in a warehouse. There's a hands-on approach on every front. They treat every package like it carries our reputation—because it does."

Operations Director

American Giant



The Results

With a solid operational backbone in place, American Giant was finally unleashed. The impact was immediate and dramatic.

2.5X Order Volume Growth

Scaled from 4,000 to 10,000+ orders per month without operational hiccups.

99.8% Order Accuracy

Virtually eliminated mis-picks across hundreds of SKUs and size/color variants.

40% Faster Shipping

Same-day shipping for orders placed before 2 PM PST.

48-Hour Inventory Receiving

New shipments processed and ready to ship within two business days.

35% Reduction in Support Tickets

Fewer "where's my order?" inquiries thanks to accurate tracking.





The ShipCore Difference

Today, the American Giant team focuses on what they do best: designing exceptional apparel, championing American manufacturing, and growing their iconic brand. The question is no longer "Can we handle the growth?" but "How big can we get?"

"ShipCore has become an integral part of the backbone of our fulfillment and allowed us to scale. There's no ceiling to how large American Giant can get."

— Operations Director, American Giant

With their logistics confidently managed, American Giant is free to write the next chapter—one premium American-made hoodie at a time.

Want to write your own growth story with ShipCore?

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