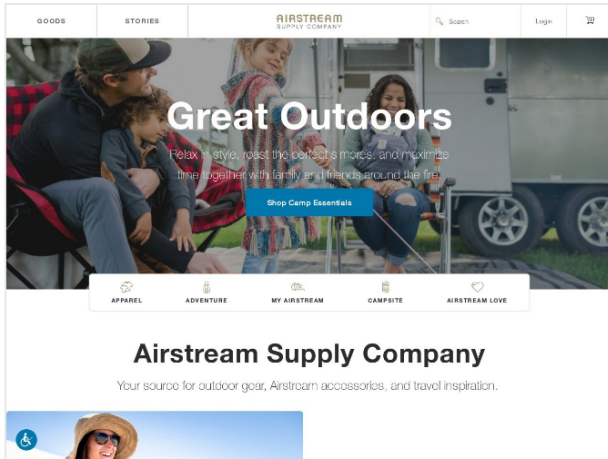




SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

Airstream Supply Company



EXTENSIONS USED

- **PayPal Powered by Braintree**
- **Product Add-Ons**
- **Product Bundles**
- **TaxJar**

DEVELOPER

Lat Long

DESIGNER

Alex Sanders

CATEGORY

Clothing & Fashion

COUNTRY

United States (US)

VISIT WEBSITE

<https://airstreamsupplycompany.com/>

Airstream Supply Company is the new premium retail brand from Airstream, the world's most iconic travel trailer.

For over 80 years, Wally Byam's timeless trailers and touring coaches have empowered a community of explorers to go out and "live riveted" without leaving the comforts of home behind. Today, Airstream is one of the most popular and loved trailer brands, with an iconic look that can be spotted from miles away.

Now, they're forging an exciting new path with Airstream Supply Company, a bold retail brand that'll level up your travel experiences. There are plenty of premium lifestyle brands out there promising authentic outdoor adventure, but none are backed by the authority of an American icon.

From branded apparel to **campsite essentials**, Airstream Supply Company is your go-to for camping and outdoor gear, apparel, and inspiration for embracing the Airstream life.

"...one of the most advanced enterprise sites using WooCommerce and Gutenberg today."

The Airstream team wanted to update their current store experience to reflect their long-standing love for all things adventure. Focused on creating the best products to help achieve this vision, they turned to developers **Lat Long** to bring their store and its stories to life. Built as an editorial-first store/magazine, the Airstream Supply Company's vision was "a perfect fit for the new era of WordPress' Gutenberg block editor," according to LatLong's Andrew Cafourek.

Using a fully custom block library, store editors can create immersive content, mixing editorial and product data throughout. "Product hotspots within images and embedded product cards put WooCommerce data in the right place at the right time without distracting from the story," notes Andrew.

The site takes on the feeling of a forward-leaning application, built with a "semi-headless" architecture using GraphQL and Apollo, Redis, server-side rendering, and React.js. The result is "one of the most advanced enterprise sites using WooCommerce and Gutenberg today", empowering a small editorial team to run a fully-featured magazine store that looks great on every device and provides total editorial creativity.

"We created a site that not only sells Airstream and outdoor products; it **tells stories**. The site serves as a guide to their next adventure," adds designer, Alex Sander.