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Kasama



shopify

How Kasama Modernized G-Form's Shopify Experience

When G-Form needed a reliable partner to maintain and modernize their Shopify-based storefront, Kasama became their go-to commerce technology partner... almost by fate.

The relationship began one weekend, when G-Form's production site encountered a critical issue. They were introduced to Kasama, who immediately engaged, diagnosed, and deployed a same-day hotfix to restore functionality and stability.

Since then, Kasama has served as G-Form's trusted technology partner, helping evolve the digital experience in lockstep with their marketing, brand, and eCommerce goals.



"Working with Kasama has transformed how we evolve our site. What once took weeks of development now can be launched in days, with confidence." - Josh LeBaron, Director of eCommerce

Challenge & Vision

G-Form's business serves two core audiences: direct consumers (athletes, enthusiasts) and the military (uniforms, defense use). Their existing site had limitations: outdated theme architecture, heavy reliance on third-party page-builder apps, and constrained flexibility for evolving content and launches. G-Form sought a site relaunch that would modernize infrastructure, streamline content workflows, and reduce cost and maintenance friction, all while delivering a brand-forward, conversion-optimized experience.

Kasama partnered with G-Form across design, marketing, and eCommerce teams to ensure alignment across brand narrative, conversion goals, and operational requirements.

Solution & Deliverables

Kasama delivered a semi-custom Shopify 2.0 implementation built on the Shopify base theme framework as scaffolding. This leverages Shopify's reference architecture and enables future enhancements without starting from scratch.

Key deliverables included:

-  **Shopify 2.0 Upgrade (Dawn Scaffolding)** — Replaced the legacy theme with a modern semi-custom build using Dawn as the foundation. This unlocked native 2.0 capabilities (sections on all pages, improved metafield support, app-block architecture) and established a future-ready foundation.
-  **Custom Sections for Growth** — Developed a library of reusable, flexible custom sections (hero, feature grids, profile blocks, calls to action) so G-Form can design new pages without heavy dev work or reliance on third-party page builders.
-  **App Consolidation & Performance** — Moved several capabilities previously handled by apps into the theme itself (e.g. light-weight UI, custom logic), reducing app overhead, lowering licensing costs, and improving page performance and site stability.
-  **Navigation, Structure & Filters** — Rebuilt the global navigation and footer for intuitive shopping and discovery. Customized filtering logic using Shopify's Search & Discovery app to yield faceted browsing that aligns with G-Form's product taxonomy.



Custom Gear / Product Customization — Integrated with G-Form’s product customization system (G-Form Custom), resolved prior pain points, and migrated the configuration into the new theme. Supported new product launches (e.g., lacrosse line) without friction.



Ability to Create and Customize Product Bundles – Enables the creation of discounted product bundles by sport / use case. Gives consumers the ability to modify bundles and purchase on a single screen.



Cart Edit Functionality - Enabled the ability for customers to edit bundles, regular Shopify products, and custom products directly in the cart drawer and on the cart page. This was implemented using the existing app tech stack, integrating with the ReBuy cart drawer and KickFlip for custom products. Customers can now easily change product options in the cart without needing to remove and re-add items.



Brand Storytelling & Content Architecture — Constructed strategic content pages (Gear Guides, About Us, Our Technologies, Military Solutions, & Affiliate Programs, Team G-Form, social hub) using the custom section framework, ensuring design consistency and content flexibility.



Compliance / Regulation Support — Ensured functionality to support Regulation (EU) 2023/988 updates and relevant global standards.

Solution & Deliverables

- The relaunched site strengthens G-Form’s brand presence with a cohesive, high-performance storefront experience.
- Performance metrics improved (faster page load, better Core Web Vitals) as a result of fewer third-party apps, lighter scripts, and optimized asset delivery.
- Operational costs were reduced thanks to app consolidation and lower maintenance overhead.
- The internal G-Form team now gains far more control and flexibility: they can spin up new landing pages, launches, and content updates without heavy dev dependency.
- The modern Shopify 2.0 foundation ensures scalability and adaptability for future growth phases.

“Kasama has become a true extension of our team. Their rapid response, deep Shopify expertise, and alignment with our brand and ecommerce goals have made them an indispensable partner in every launch and iteration.”

“We built G-Form’s new storefront with flexibility, performance, and brand storytelling at the core. And we see our mission as empowering their team to drive the site forward without friction.”

- Josh LeBaron, Director of eCommerce

About G-Form

G-Form is a global leader in impact protection gear for athletes, workers, and military professionals. Combining advanced materials with innovative design, G-Form creates high-performance protective equipment that enhances comfort, mobility, and confidence—on the field, at work, and beyond.

About Kasama

Kasama is a trusted commerce technology partner helping enterprise brands design, implement, and optimize eCommerce experiences that drive growth. With deep expertise in **Shopify Plus** and **Salesforce Commerce Cloud**, Kasama delivers modern, scalable solutions that empower teams and elevate digital performance. www.kasamadigital.com

