

Home, Garden & Furniture owned by Gabe Cavazos

Furniture · Home Decor · Household Goods · Kitchen & Cookware · Home Appliances · Flowers, Gifts & Specialty Stores · Hobby & Crafting Supplies · Textiles

Sharp seasonal peaks, deep personalisation, oversized freight, and a B2B side the D2C storefront was never built to serve.

■ **BigCommerce builds** our BigCommerce clients in this vertical



Rudolph and Me Inc.

Rudolph and Me

Personalised gifts and ornaments. B2B on BigCommerce, launched March 2026 — our most recent BigCommerce delivery.

COOKE

Cooke Contemporary Furniture

BigCommerce, 2019.

ALSO IN THIS SECTOR — DELIVERED ON OTHER PLATFORMS, NOT BIGCOMMERCE

Classic Concepts

warmyourfloor
Warm Your Floor

August Home

HDNYC

Orange Clementine

PLATFORM FIT AT A GLANCE

B2B + D2C, one catalog

Peak-load performance

Native options / modifiers

Freight / white-glove

Seasonal rebuilds

WHAT WE DO HERE

- B2B and D2C on one catalog — dealer pricing, net terms, reorder — without standing up a second store.
- Personalisation and made-to-order configuration that survives seasonal peak volume.
- Freight, assembly and white-glove delivery logic for oversized goods.
- Seasonal merchandising rebuilt fast, every year, without a redesign.
- Room, collection and material browsing that matches how people actually shop the category.

WHY BIGCOMMERCE WINS THIS VERTICAL

- B2B Edition and D2C on one back office — the exact shape of the Rudolph and Me build.
- Peak-season performance without re-platforming for one month of the year.
- Native option and modifier handling for personalisation, rather than an app dependency.

QUALIFY IT IN FOUR QUESTIONS

- 1 What share of revenue lands in your peak weeks, and what broke last peak?
- 2 Do you sell wholesale or to dealers as well as direct?
- 3 How much of the catalog is personalised or made to order?
- 4 What proportion ships freight, and who handles delivery and assembly?

WHAT A FIRST ENGAGEMENT LOOKS LIKE

B2B and D2C requirements together from the start — retrofitting wholesale onto a D2C build is the expensive path. Then personalisation, then peak-load work.

THE OFFER

Implementation included under the BigCommerce partner programme — up to the \$20M cap, extendable

with an approved partner incentive. We scope, migrate and build; the platform investment is covered within that envelope.



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