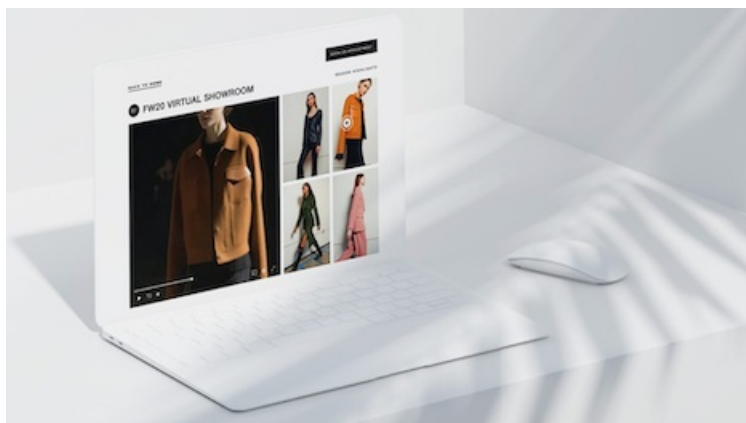


RETAIL

NuOrder joins Lightspeed, brings connected commerce to life

June 7, 2021



The platforms believe their partnership will create transformative value for brands and retailers. Image credit: NuOrder

By LUXURY DAILY NEWS SERVICE

Wholesale ecommerce platform **NuOrder** has entered into a definitive agreement to be acquired by one-stop commerce platform **Lightspeed**, representing a turning point for retail.

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Together, Lightspeed and NuOrder hope to create an industry-leading bridge between the merchant and supplier experience, simplifying product ordering for retailers and offering brands valuable insight into how their products move. The acquisition will capitalize on the early success of the Lightspeed Supplier Network and accelerate the growth of Lightspeed's financial services offerings, including Lightspeed Payments and Lightspeed Capital, while establishing the company as a global distribution network for brands.

"At NuOrder, we have been on a journey to revolutionize retail by building a global network for brands and retailers," said Olivia Skuza and Heath Wells, co-founders of NuOrder, in a statement. "The coming together of Lightspeed and NuOrder accelerates that vision exponentially."

"The power of connected commerce comes to life now," they said. "We are thrilled to join forces with Lightspeed to unlock transformative value for brands and retailers globally."

Power of connected commerce

Earlier this year, NuOrder completed a funding round valued at \$45 million as digital buying continues to grow amid the ongoing pandemic. The fresh financing helped the B2B platform expand within focus markets, including luxury, and improve its finance, data and discovery offerings ([see story](#)).

Elevated Buying Curated Selling

Collaborative Commerce



Saks Fifth Avenue's use of NuOrder's cloud-based wholesale buying platform will allow for better collaboration with its vendors, drive inventory efficiency and ensure merchandise effectiveness across all touch points. Image credit: Saks Fifth Avenue, NuOrder

In addition to NuOrder, Lightspeed is acquiring U.S.-based global ecommerce platform **Ecwid** that allows customers to instantly create standalone businesses.

Once integrated, the partnership aims to help merchants reach shoppers where they are, whether on social media or digital marketplaces, fostering selling flexibility and omnichannel experiences.

Once closed, the acquisitions may provide Lightspeed customers new entry points to the digital economy, supply chain management, as well as increased opportunities to provide customer experiences online.

In June 2020, Saks Fifth Avenue partnered with NuOrder to streamline the U.S. department store chain's buying process and merchandising approach. The New York-based retailer uses NuOrder's technology to digitally curate and deliver a fresh merchandise assortment across the apparel, footwear and accessory verticals ([see story](#)).