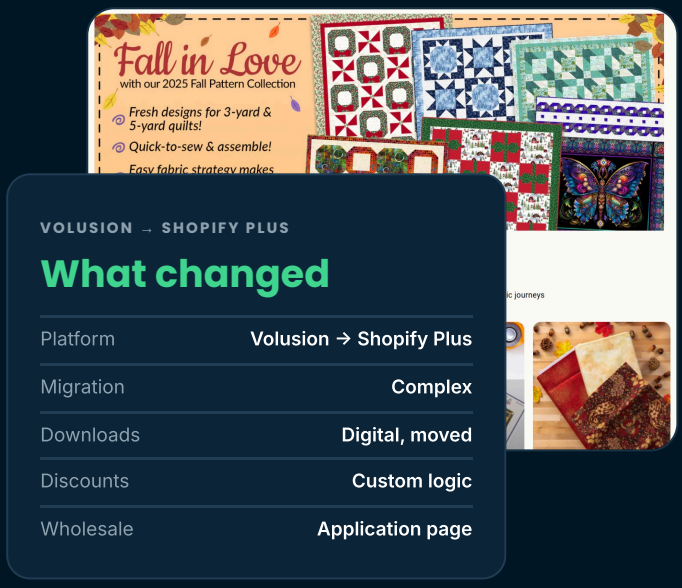
Web Ecommerce PROS | CASE STUDY

Fabric Café United States

A quilting brand moves from Volusion to Shopify Plus, with retail and wholesale covered

Fabric Café sells quilt kits, fabric, patterns and books to quilters and quilt shops. We moved its store from Volusion to Shopify Plus in a complex migration covering products, digital downloads, custom discounts and third-party integrations.

- Migration
- Volusion to Shopify Plus
- 5 stars on Trustpilot



VOLUSION → SHOPIFY PLUS

What changed

Platform	Volusion → Shopify Plus
Migration	Complex
Downloads	Digital, moved
Discounts	Custom logic
Wholesale	Application page

Shopify Plus
Moved from Volusion

Complex migration
Planned and tested carefully

Digital downloads
Moved and set up

Custom discounts
Built into the store

Retail + wholesale
Both served

01

THE CLIENT

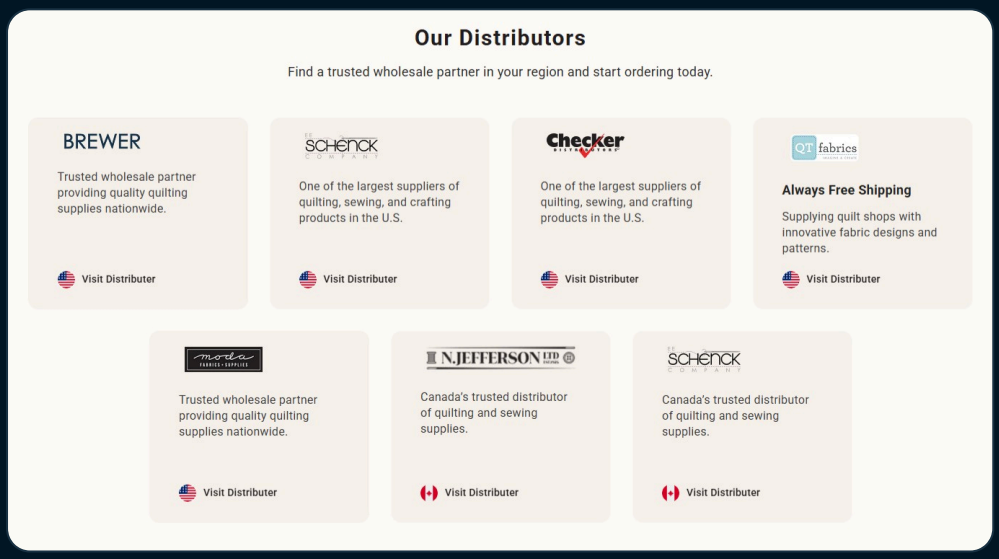
A quilting brand that serves shoppers and quilt shops

Fabric Café makes quilting simple, fun and accessible, from first-time quilters to experienced sewists. It sells quilt kits, fabric, pattern books and digital patterns, and shares tutorials on YouTube.

Its patterns are also sold through quilt shops, so the store serves retail shoppers and wholesale partners.

Quilt kits · Fabric · Patterns · Books · Digital downloads · Wholesale

INDUSTRY	**BASED IN**
Quilting and fabric	Texas, United States
PLATFORM	**BUYERS**
Volusion to Shopify Plus	Quilters and quilt shops
SERVICES	**WEBSITE**
Migration, storefront rebuild	fabriccafe.com



Quilt shops can find a distributor in the US or Canada.

02

THE CHALLENGE

A big move with a lot that had to keep working

Five things shaped the project.

01 · Migration

A complex move, done carefully

A complex migration from Volusion to Shopify Plus had to keep the store working and the data accurate.

02 · Products

Complex product setups

Quilt kits, fabric, patterns and digital downloads each needed the right setup, including a free pattern or book with the right kits.

03 · Discounts

Custom discount logic

Offers such as a free pattern book with three kits had to work inside the product page and cart.

04 · Integrations

Third-party systems

Essential third-party tools had to connect to the new store from day one.

05 · Wholesale

Shoppers and quilt shops

Quilt shops needed a clear way to apply for wholesale, alongside the everyday retail shopper.

03

THE SOLUTION

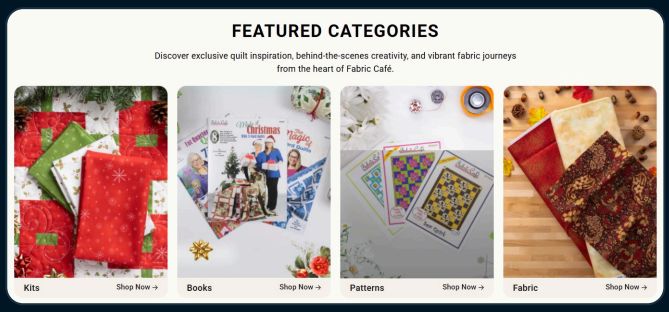
A Shopify Plus store built around how quilters shop

One answer for each challenge.

STOREFRONT

A rebuilt retail storefront on Shopify Plus

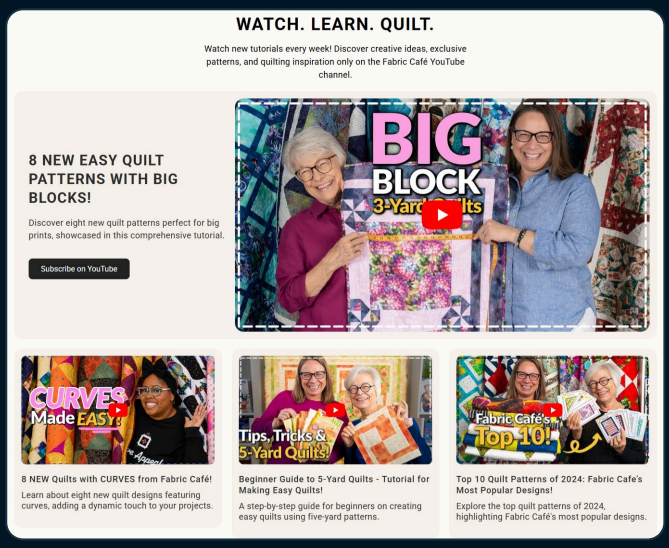
We rebuilt the retail storefront and moved the data across accurately. The homepage opens with the current pattern collection, then leads shoppers into kits, books, patterns and fabric.



LEARNING

Tutorials next to the products

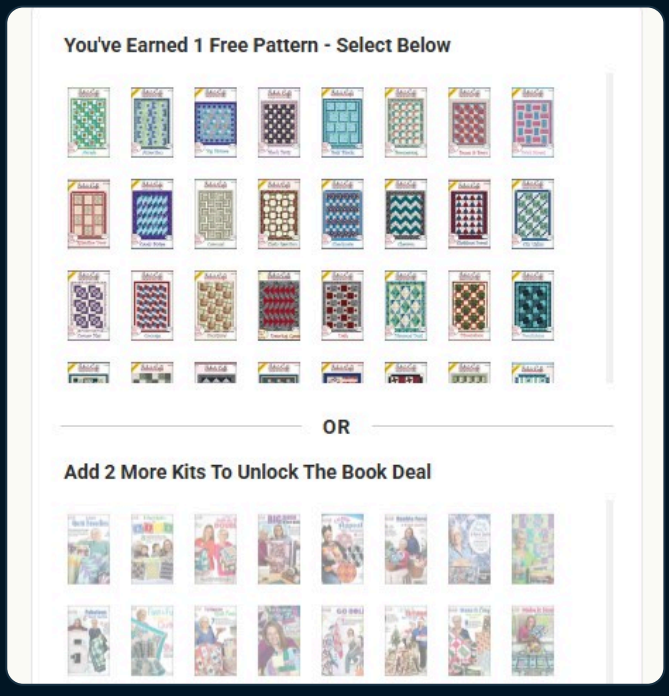
A Watch. Learn. Quilt. section brings the brand's YouTube tutorials onto the homepage, so shoppers can see how a pattern works before they buy.



DEALS

Offers that work on the product page

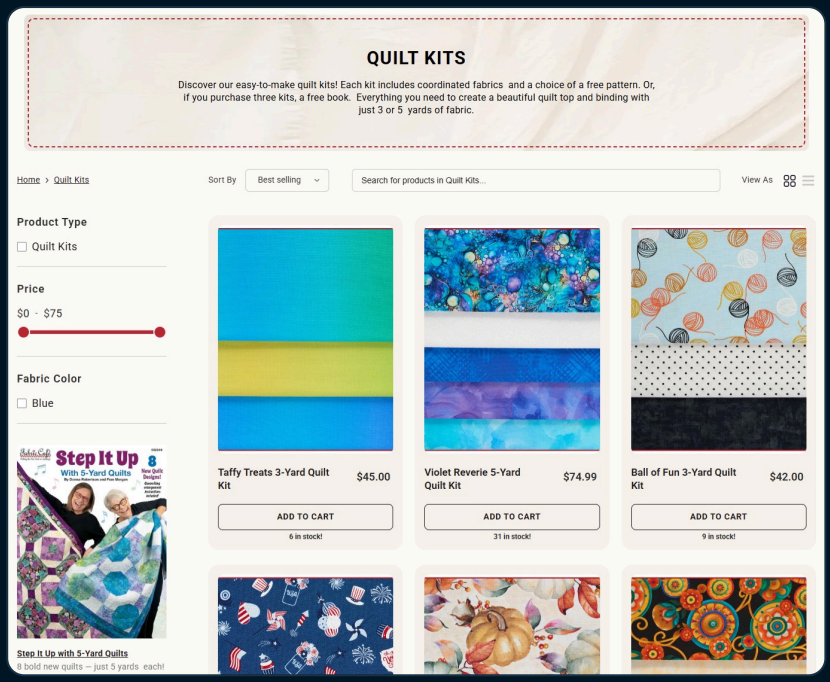
Shoppers pick their free pattern from a visual picker, and a prompt shows how many more kits unlock the book deal. A shop-wide banner promotes the offer, and Shop Pay installments, stock counts and trust badges sit by the Add to Cart button.



BROWSING

Collections that are easy to filter

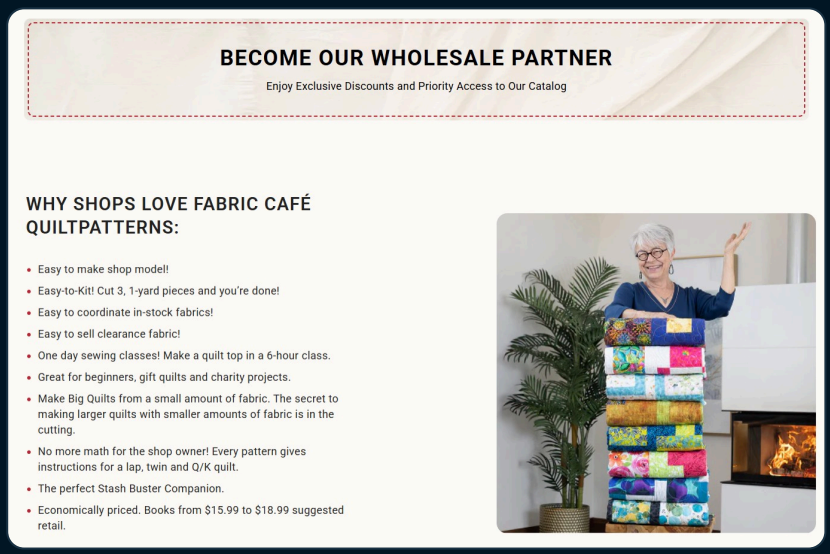
Collection pages sort by best selling and filter by product type, price and fabric color, with a stock count on every item.



WHOLESALE

A wholesale page for quilt shops

A wholesale page explains why shops stock the patterns and takes applications for approval, with a list of distributors for shops in the US and Canada.

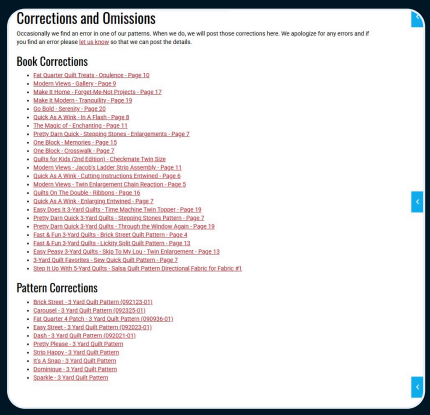


SUPPORT

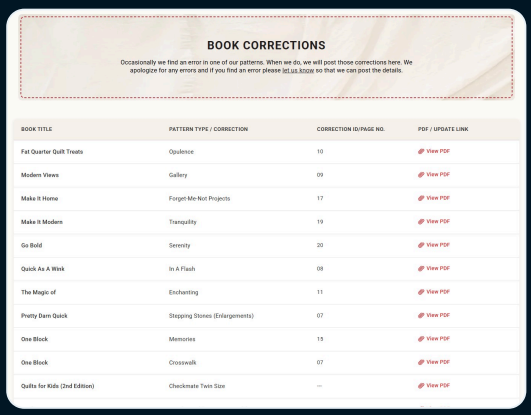
Corrections as a clear table

Pattern and book corrections moved from a plain link list to a table with the book, the correction and a View PDF link on every row.

Before



After



04

HOW WE DID IT

Plan carefully, move the data, then test and launch

We planned the move, rebuilt the storefront and moved the data, then configured, tested and launched.

1 2 3 4 5

STEP 1

Plan the move

Map the products, digital downloads, discount rules and integrations the store depends on.

DISCOVERY

STEP 2

Rebuild the storefront

Rebuild the retail storefront on Shopify Plus.

DESIGN

STEP 3

Transfer the data

Move the data across and check it for accuracy.

MIGRATION

STEP 4

Configure and integrate

Set up complex products and discount rules, then connect the essential third-party systems.

BUILD

STEP 5

Test and launch

Adjust and test as requirements evolve, then a carefully coordinated launch.

LAUNCH

05

THE RESULT

A launch that went to plan

Fabric Café now runs on a stable Shopify Plus store built to grow.

Launched

A coordinated go-live

The launch was planned to keep functionality and data accurate and to limit disruption.

Performing well

Stable after launch

The new Shopify Plus store is performing well after go-live.

Room to grow

A more scalable base

The new structure supports Fabric Café's operations and future growth.

★★★★★ **Trustpilot** 5 out of 5

A strong partner for organizations that understand their requirements.

"The technical execution was solid, the launch was successful, and the site is performing well post-go-live. Roy and his team stayed engaged, responsive, and solutions-oriented throughout the process. When issues surfaced, they worked through them methodically and kept the project moving forward."

Mel Morgan
United States
February 3, 2026

Review on Trustpilot

Want a smooth move to Shopify Plus?

Book a free call. We'll look at your current store and show you what we would move and build first.

Book a call:
calendly.com/webecommercepros-com

or call **888-711-2347**

Screenshots: live and former Fabric Café stores. Trustpilot review, February 2026. Past results don't guarantee future results.

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