

The Digital Flagship

Design systems at
the heart of connected
commerce



Executive summary	3
Introduction	4
Defining the digital flagship	6
The design system: The heart of the digital flagship	13
The four stages of flagship creation	17
Three paths to building a digital flagship	23
Case studies in action	29
The digital flagship in the age of AI	36
From flagship to connected commerce	41
The BiA + Front Row opportunity	46

Your brand owns one channel outright. Make it count.

The digital flagship is where narrative, data and transaction come together under a single system. It's where emotional pull creates desire and product logic converts it. It's where consumers go to validate. And increasingly, where AI goes to learn.

Commerce has fragmented. Marketplaces capture demand, new channels emerge faster than strategies can adapt and agentic commerce is beginning to reshape how decisions are made. In this environment, brands win through systems that connect them.

The digital flagship is that system. Not just a website, but a governed environment where brand, experience and performance operate as one.

It defines the logic, structure and expression that every downstream channel inherits from marketplaces to CRM to retail.

At the center of it is the design system. It determines how a brand looks, behaves and scales, creating coherence across every touchpoint while ensuring everything speaks the same language. That's what Connected Commerce actually means: not presence across channels, but continuity between them.

The design system makes that continuity possible. The flagship brings it to life. And Connected Commerce is what it looks like when the whole thing works.

The storefront has evolved. Ownership has not.

Over the past decade commerce has expanded faster than brands have been able to organize it, in part due to the growing population of digitally native shoppers. And this new cohort of consumers are intentional, highly educated and choose to support brands that align with their personal and cultural values. This means the modern shopper is conducting more research, analyzing a brand’s presence across channels before making an informed decision.

The figures confirm this.



of consumers research a brand online before visiting a physical store.

REPORT ↗



visit a retailer's website as part of their in-person shopping journey.

REPORT ↗

And to make the shopping journey more complex, the average shopper now interacts with nearly six touchpoints before making a purchase, up from two, just fifteen years ago. They move fluidly between channels before committing and the brand's website is almost always part of that path.

Marketplaces optimize for speed and conversion. Retail environments have become increasingly digitized. AI systems prioritize structured, consistent information. Each channel plays a role. None of them are built for brand ownership.

There is only one place where a brand can fully control its narrative, structure its data and design its experience without compromise.

That place is
the digital flagship.

When a consumer experiences an inconsistent journey across channels, brands lose trust and the revenue that follows. The digital flagship resolves that fragmentation.

It is the highest expression of a brand's identity and the system that governs how that identity translates across every channel. It balances storytelling with performance. Not every moment is created solely for transaction, but the system is designed to convert.

The knife cuts on both ends: storytelling is always referencing the product in a subtle, smart and elegant way, while also building on a brand’s image.

Loyal customers convert at 60–70%, compared to 5–20% for new prospects. The flagship is where that loyalty compounds.

REPORT ↗

In the age of AI, its role becomes even more critical.

AI agents rely on structured, reliable information to represent brands. The digital flagship becomes the source from which machines and consumers learn what a brand actually is. As consumers continue to rely on AI for shopping recommendations, it’s imperative that brands have a controlled channel of truth. This is where AI agents can properly define, convey and express your brand to eager consumers with accuracy. That accuracy leads to better brand awareness, storytelling, and ultimately, conversions.

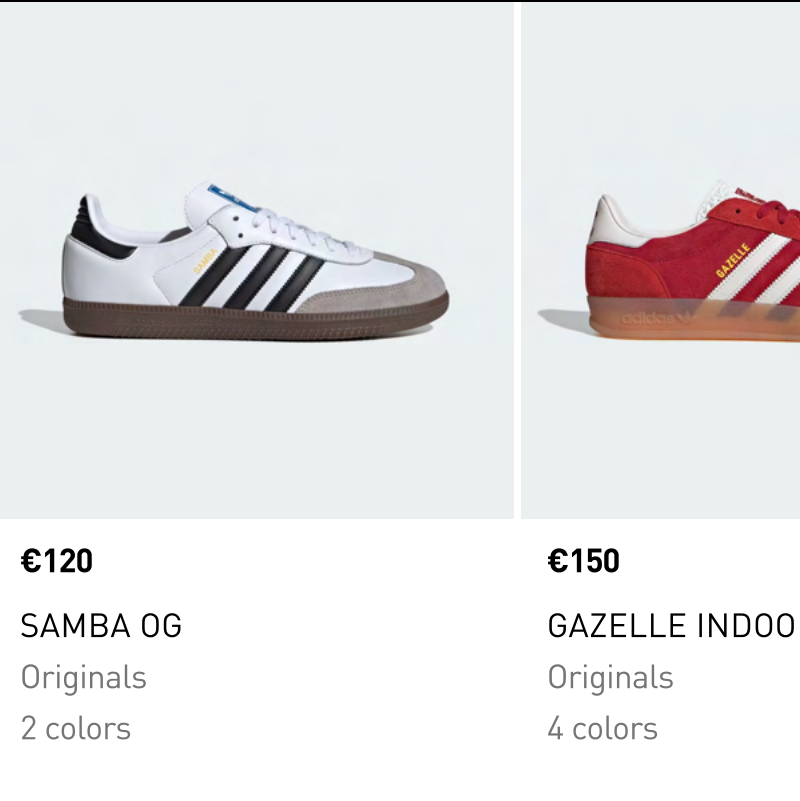
BIA.



IGHTBLAZE



H1 H2 H3



€120

SAMBA OG
Originals
2 colors

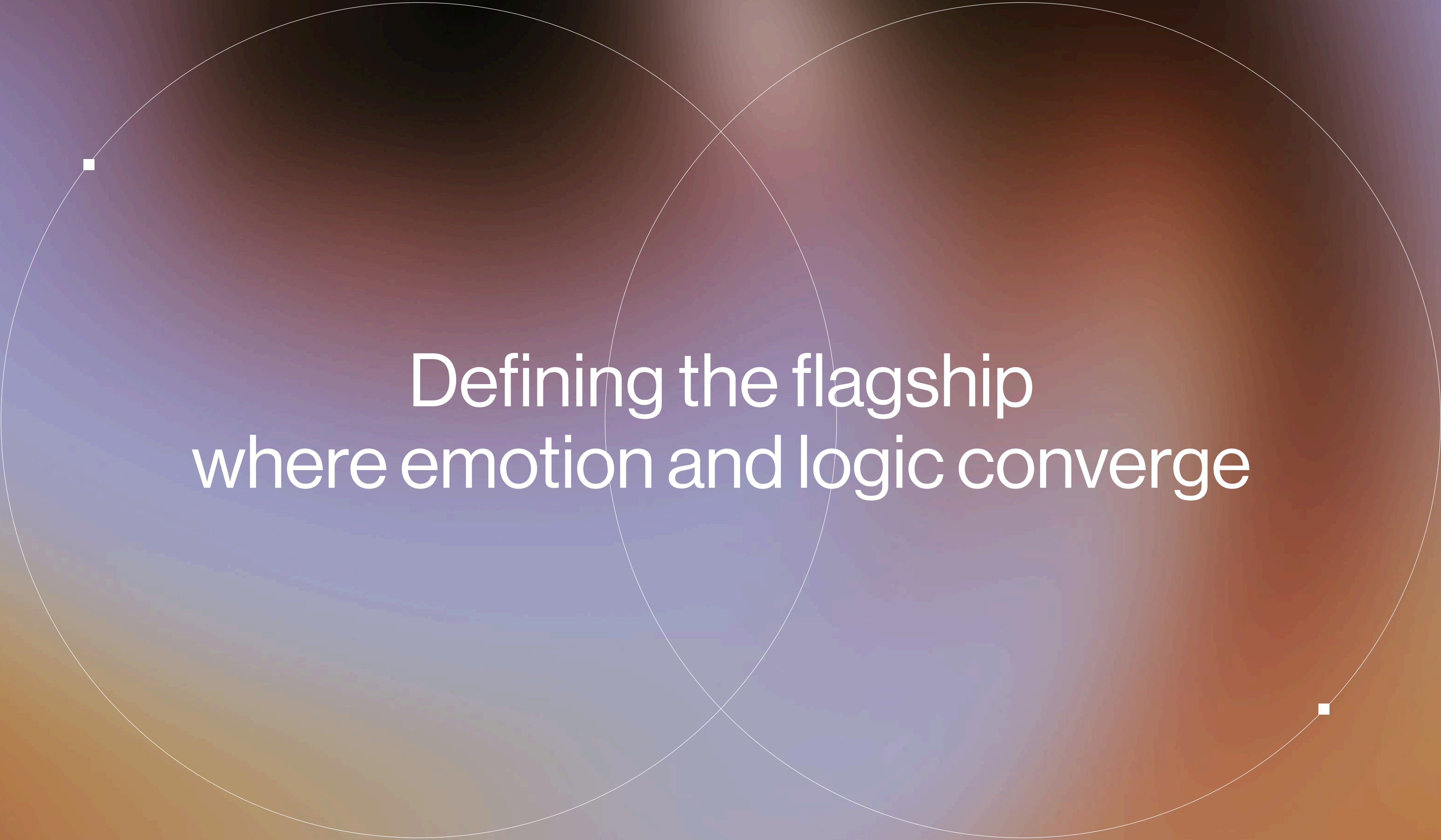
€150

GAZELLE IND00
Originals
4 colors



€199

ADIDAS X WILLY CHAVARRIA
MEGARIDE AG



Defining the flagship where emotion and logic converge

The digital flagship lives at the intersection of two forces that most brands treat as separate disciplines.

① **Emotion builds desire.** It creates meaning, aspiration and the cultural relevance that makes a brand worth choosing. ② **Logic drives conversion.** It structures the journey, removes friction and enables action, making the brand worth buying. Most digital environments are built for one or the other. Marketplaces optimize for logic. Brand campaigns optimize for emotion. The flagship is the only environment where both have to work at the same time.

That doesn't mean every moment is a sales moment. Some experiences are designed to immerse, to tell a story, to build equity. But the system as a whole has to perform. The journey ends in conversion and that balance is what separates a digital storefront from a digital flagship. A storefront moves product. A flagship builds a brand while moving product.

The flagship as brand OS.

The digital flagship isn't just one touchpoint. It's the operational and emotional center of the brand, the place that defines how the brand behaves, how it's experienced and the rules every other channel follows. Done right, it's the purest expression of a brand, the source of truth in the age of AI and the commercial engine behind sustainable growth.

Think of it as a Brand OS. It's the architecture behind UX, content, storytelling and measuring consumer behaviour. It structures how information is presented and understood.

It creates a system that can scale across markets, platforms and technologies without losing coherence. The flagship is where that validation happens and where the brand is experienced in full, without compression or compromise.

As we've discovered, when commerce becomes more distributed, that role only becomes more important.

BIA.



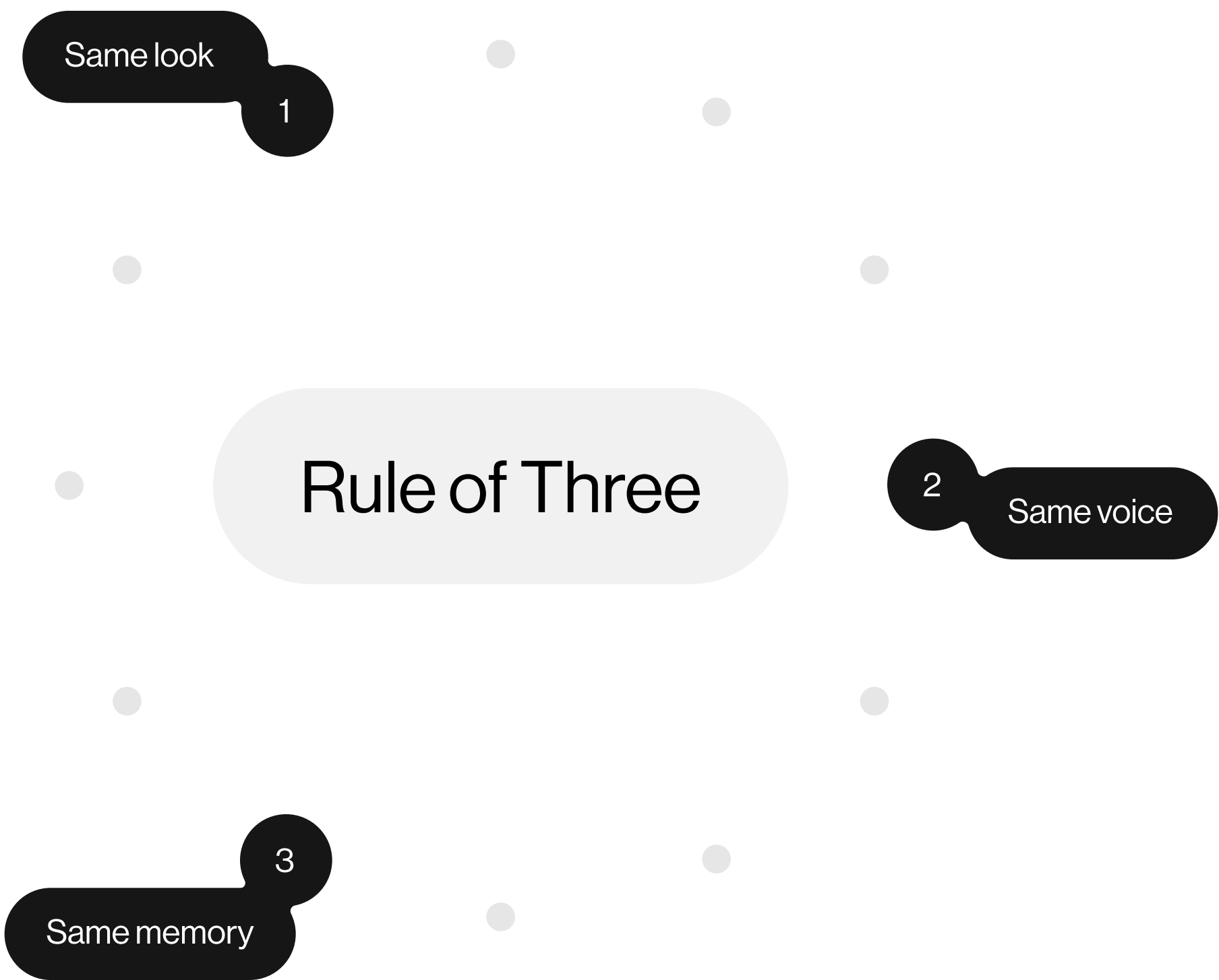
The system behind the experience.

Every interaction, every piece of content, every pathway is part of a larger structure; one designed to deliver consistency, clarity, and performance at scale. Historically, brands have invested in individual channels. Few have invested in the system that connects them. That's where fragmentation starts.

Without a governing architecture, experiences drift, content becomes inconsistent and channels start operating on their own logic. The brand starts feeling different depending on where someone encounters it.

The digital flagship fixes this by establishing a single source of truth for both logic and expression. It creates a foundation that extends beyond the website itself into marketplaces, retail environments, CRM and AI-driven interfaces. The flagship isn't defined by its surface. It's defined by its structure.

That structure has a simple goal: every touchpoint should feel like it's coming from the same brand. In practice, that means aligning three things simultaneously: how the brand looks, how it speaks and what it remembers. We call this the Rule of Three: same look, same voice & same memory.



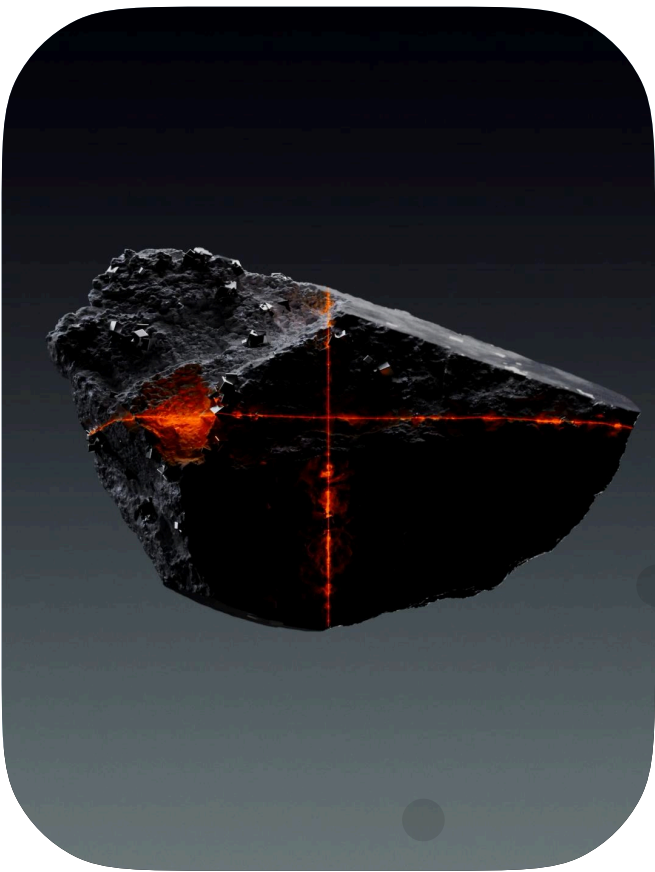
The system behind the experience.

Every interaction, every piece of content, every pathway is part of a larger structure; one designed to deliver consistency, clarity, and performance at scale. Historically, brands have invested in individual channels. Few have invested in the system that connects them. That's where fragmentation starts.

Without a governing architecture, experiences drift, content becomes inconsistent and channels start operating on their own logic. The brand starts feeling different depending on where someone encounters it.

The digital flagship fixes this by establishing a single source of truth for both logic and expression. It creates a foundation that extends beyond the website itself into marketplaces, retail environments, CRM and AI-driven interfaces. The flagship isn't defined by its surface. It's defined by its structure.

That structure has a simple goal: every touchpoint should feel like it's coming from the same brand. In practice, that means aligning three things simultaneously: how the brand looks, how it speaks and what it remembers. We call this the Rule of Three: same look, same voice & same memory.



1 Same look



A unified digital design system creates visual consistency across every channel.

The system behind the experience.

Every interaction, every piece of content, every pathway is part of a larger structure; one designed to deliver consistency, clarity, and performance at scale. Historically, brands have invested in individual channels. Few have invested in the system that connects them. That's where fragmentation starts.

Without a governing architecture, experiences drift, content becomes inconsistent and channels start operating on their own logic. The brand starts feeling different depending on where someone encounters it.

The digital flagship fixes this by establishing a single source of truth for both logic and expression. It creates a foundation that extends beyond the website itself into marketplaces, retail environments, CRM and AI-driven interfaces. The flagship isn't defined by its surface. It's defined by its structure.

That structure has a simple goal: every touchpoint should feel like it's coming from the same brand. In practice, that means aligning three things simultaneously: how the brand looks, how it speaks and what it remembers. We call this the Rule of Three: same look, same voice & same memory.



A clear, consistent narrative ensures the brand speaks with one voice, regardless of where it appears.

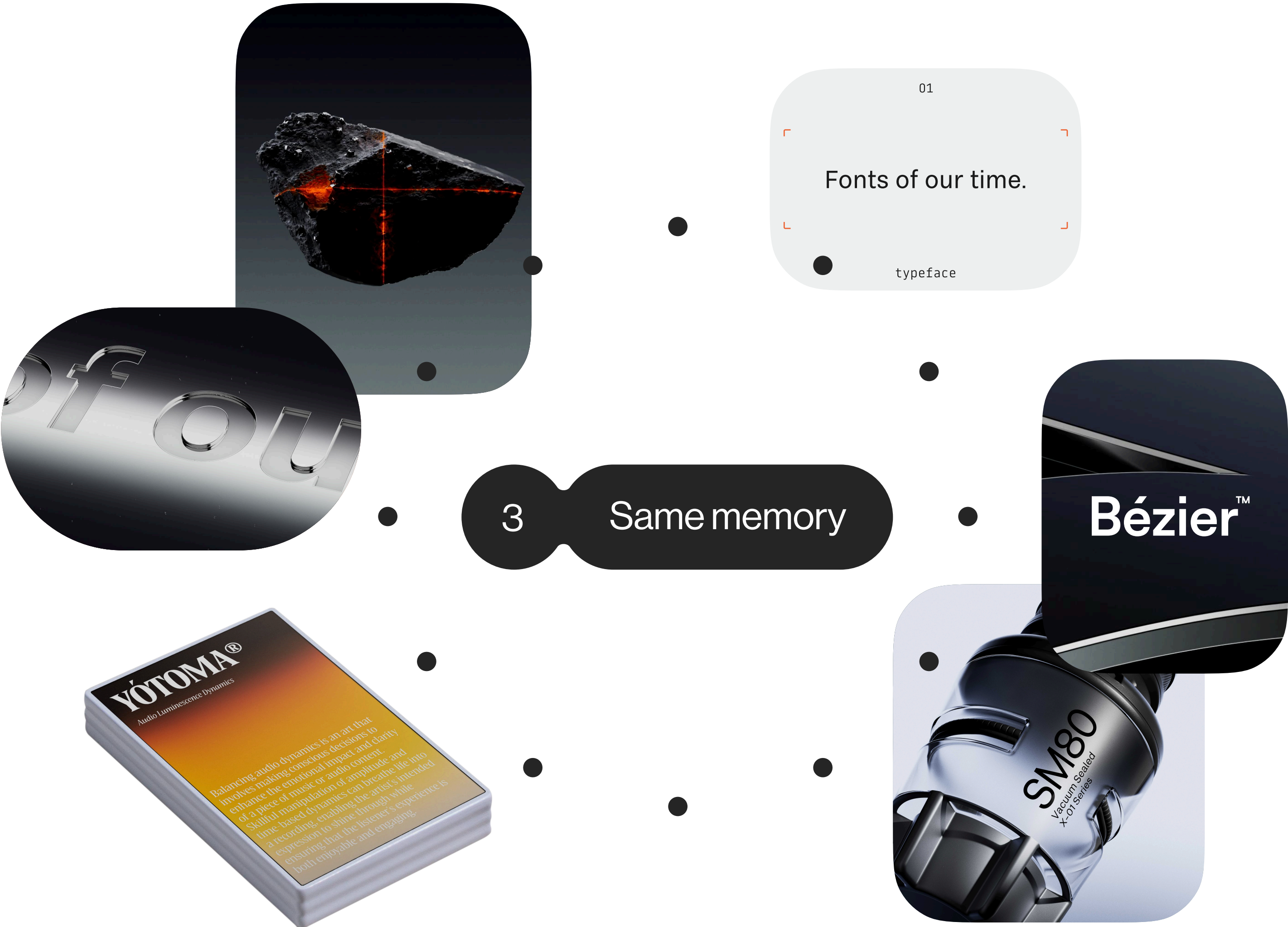
The system behind the experience.

Every interaction, every piece of content, every pathway is part of a larger structure; one designed to deliver consistency, clarity, and performance at scale. Historically, brands have invested in individual channels. Few have invested in the system that connects them. That's where fragmentation starts.

Without a governing architecture, experiences drift, content becomes inconsistent and channels start operating on their own logic. The brand starts feeling different depending on where someone encounters it.

The digital flagship fixes this by establishing a single source of truth for both logic and expression. It creates a foundation that extends beyond the website itself into marketplaces, retail environments, CRM and AI-driven interfaces. The flagship isn't defined by its surface. It's defined by its structure.

That structure has a simple goal: every touchpoint should feel like it's coming from the same brand. In practice, that means aligning three things simultaneously: how the brand looks, how it speaks and what it remembers. We call this the Rule of Three: same look, same voice & same memory.



A consumer-centric data infrastructure ensures every interaction builds on the last, creating continuity rather than isolated experiences.

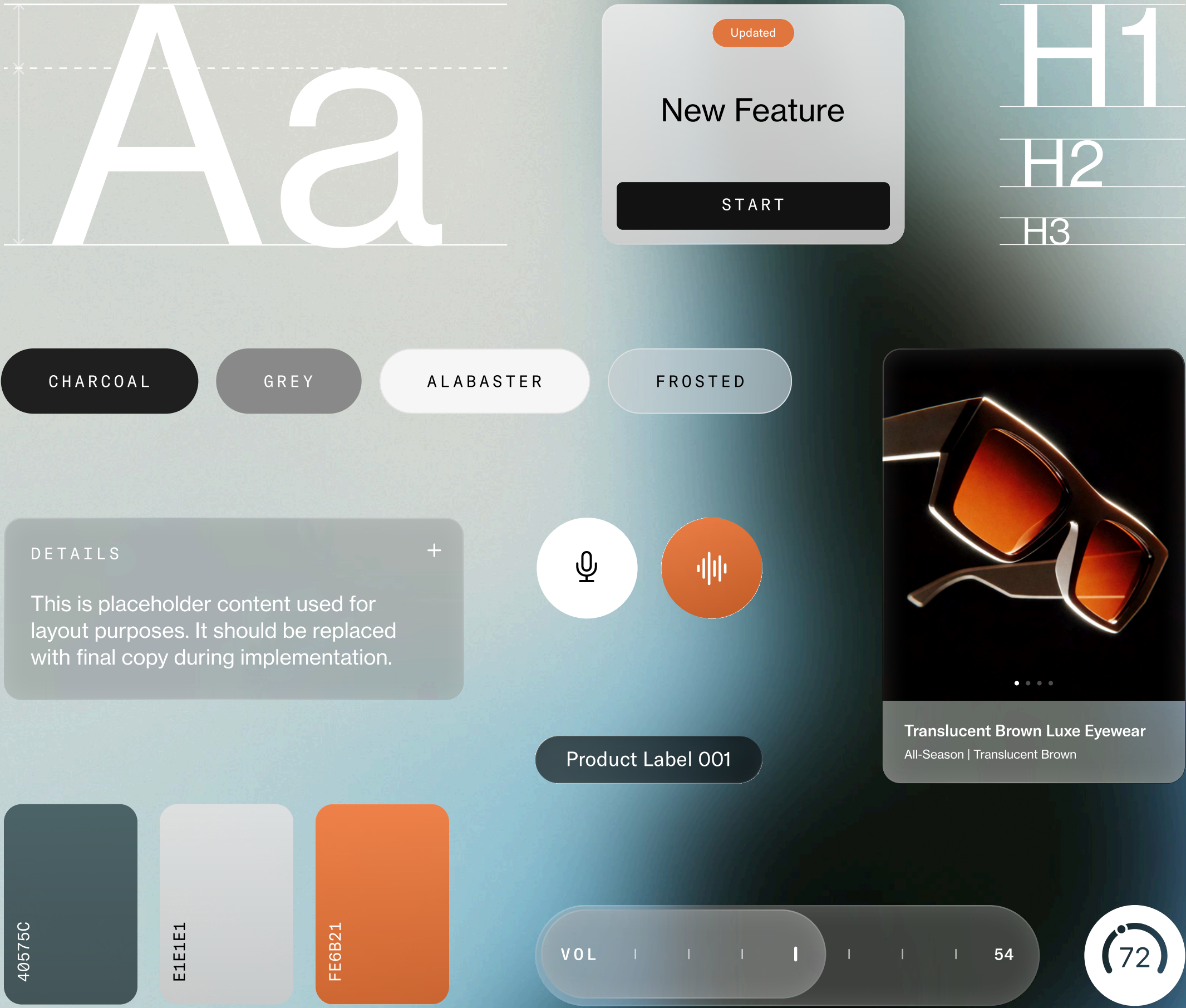
The design system: The heart of the digital flagship

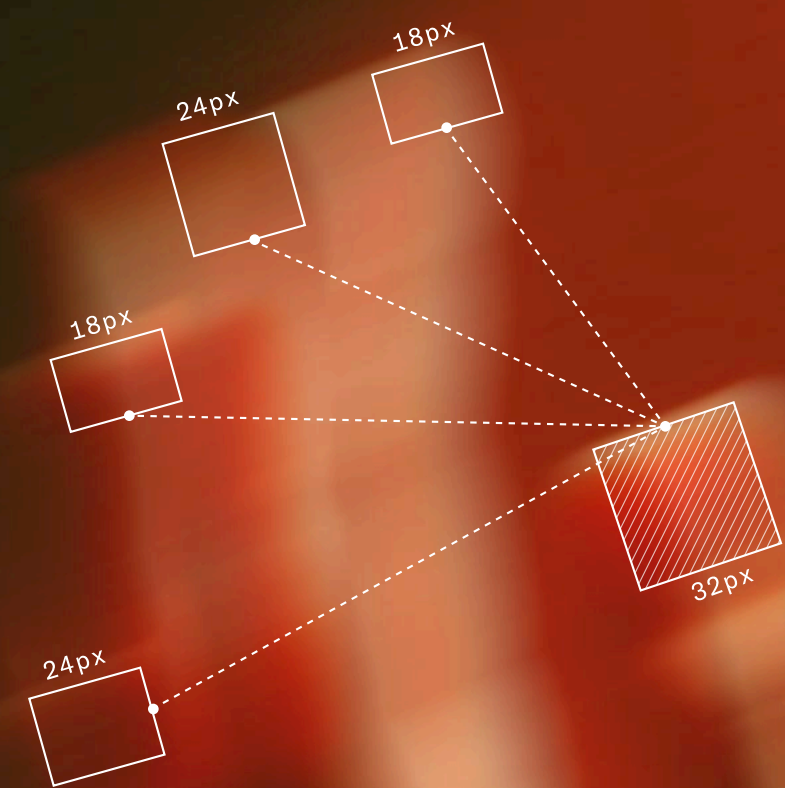
The design system brings the first pillar of the Rule of Three, Same Look, to life.

It is the heart of the digital flagship, both metaphorically and literally. Rather than providing brands with a guideline PDF or moodboard, our work focuses on building a rulebook and architecture for how the brand behaves. The design system is also modular, reusable components for a brand’s entire system, whether that’s Amazon, D2C, in-store retail, or wherever transactions take place.

The system includes language, typography, design principles, palettes, visual hierarchy, animations, iconography and more. Without it, the flagship is a one-time build. With it, the flagship becomes infrastructure, or something that scales, stays consistent and actually functions across an entire organization.

The distinction that matters: most brands invest in defining how they should look. Few invest in defining how they should operate. A design system bridges that gap. It turns design into infrastructure.





From design team to organizational capability

A well-built design system doesn't belong to the design team. It operates across the entire organization.

Marketing creates on-brand assets without reinventing the wheel. Ecommerce builds new experiences without starting from scratch. Developers implement at scale against a structured, documented system. Even teams without formal design training can work within it and make decisions that feel right.

The system removes ambiguity. It makes the right choice the obvious choice and that compounds over time. Brands that maintain consistent presentation across channels reduce redundant creative effort and lower the long-term cost of marketing. Consistency is your best benefit and an operational one, too.

The foundation of connected commerce

Without a design system, every channel becomes its own project. Marketplaces get managed in isolation, CRM develops its own visual logic, retail environments drift, and over time, the brand starts to fragment. This isn't because of bad intent, but a reality when no shared system exists to keep the entire brand together.

With one, every touchpoint is connected by the same underlying logic. Amazon storefronts reflect the same visual hierarchy. CRM communications carry the same tone and structure. Retail environments echo the same brand world. The experience stays coherent regardless of where someone encounters it. That's Connected Commerce in practice: not presence across channels, but consistency between them.

Every channel also has its own visual grammar. TikTok doesn't look like Instagram, and it shouldn't. But a well-built design system gives brands the freedom to speak each platform's language without losing the thread of who they are. The details will likely shift, but the foundation holds.

Designing for humans and machines

The design system's role has expanded beyond the human experience. As AI systems increasingly interpret, recommend, and represent brands across search, agents, and emerging interfaces, structured and repeatable design patterns matter in a new way.

Clear systems produce reliable outputs! The design system ensures the brand is experienced and understood consistently, by consumers and by machines. We'll get into the importance of a digital flagship on AI search and agentic commerce later in this report.

The heart of the system

The digital flagship can't function without a design system, and Connected Commerce can't scale without one. It's the most foundational component of building a flagship and one of the most durable. Build in Amsterdam, powered by Front Row, treats the design system as a long-term asset. When the flagship scope ends, the system remains: a living reference that keeps the brand cohesive across channels and gives teams the building blocks to keep building.

The broader ecosystem extends it. Everything else depends on the structure underneath.



The four stages of flagship creation

Foundation

1

2

Idea

Expression

3

4

Delivery

Foundation

Research & direction

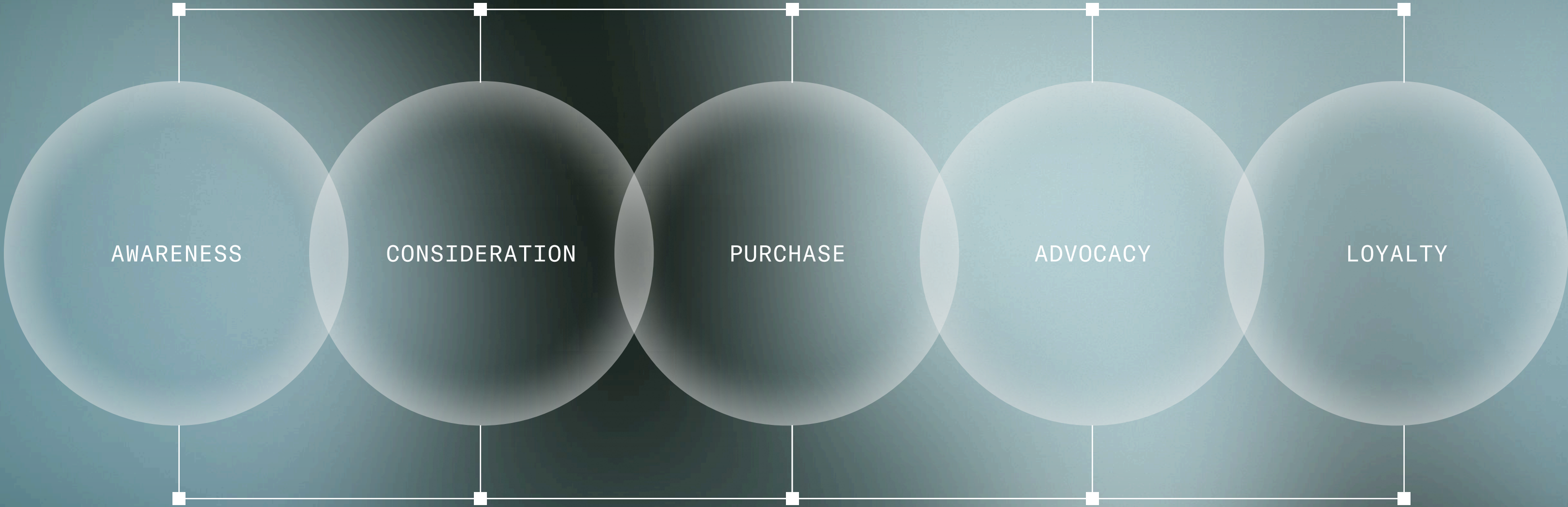
Every flagship starts with clarity. This stage defines what the brand stands for, the ecosystem it operates in, and the role the platform needs to play within it. Market analysis, stakeholder input, and brand positioning get synthesized into a single strategic direction, not as a deliverable, but as the guiding logic behind every decision that follows. Without this foundation, design becomes subjective. With it, every element has intent.



Idea

Concept & functionality

With direction established, the platform begins to take shape. This stage translates strategy into concept: how the flagship will function, what it will enable, and how users will move through it. Features aren't added arbitrarily. They're designed to support both storytelling and performance, because an experience that's expressive but doesn't convert isn't doing its job.



Expression

Visual & interface language

This is where the brand comes to life. Design systems take form through typography, interface patterns, motion, imagery, and content structure. Every decision reinforces the same underlying logic. The goal isn't just aesthetic consistency; it's building a recognizable language that extends beyond the flagship itself. This is where brands stop looking cohesive and start feeling unmistakable.



H1 TIMES

H2 RASTER

PROFILE

BAG / 0

MENU

SHOP

COLLECTIONS

EXPLORE





DESCRIPTION

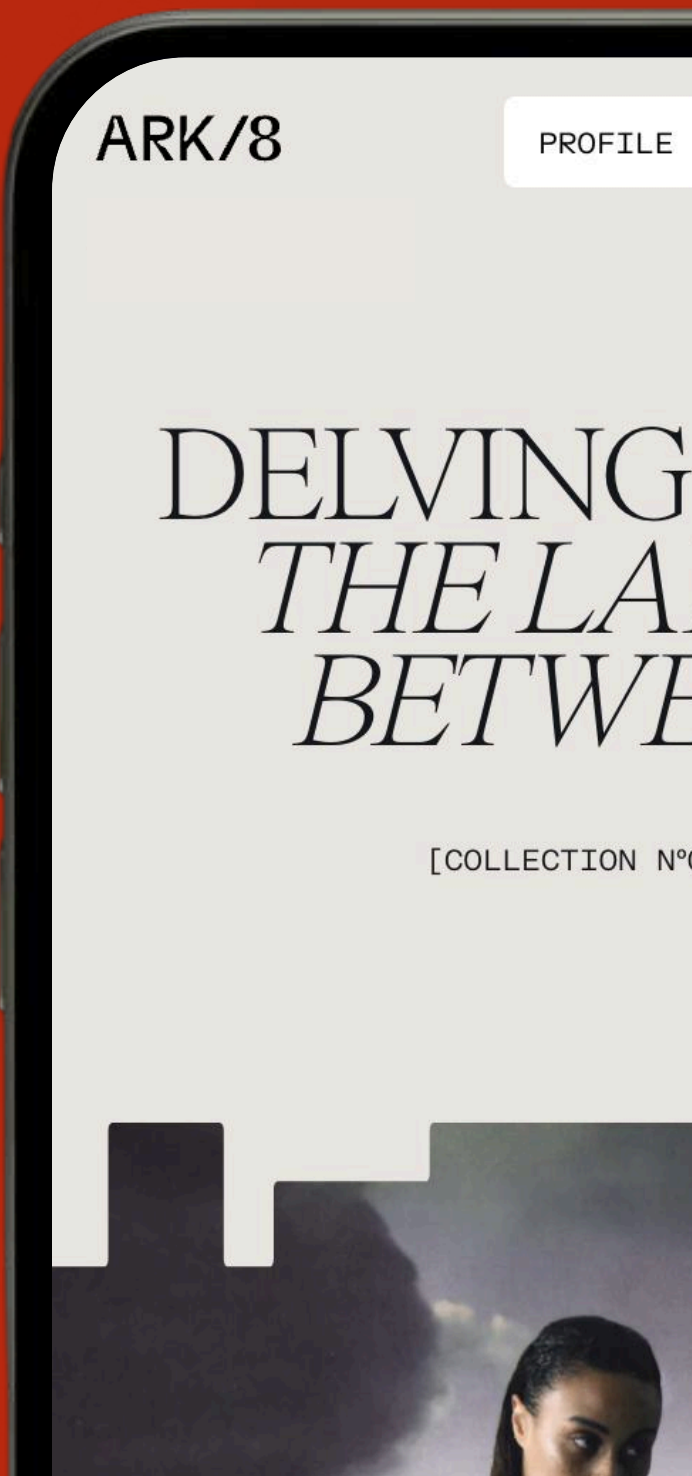
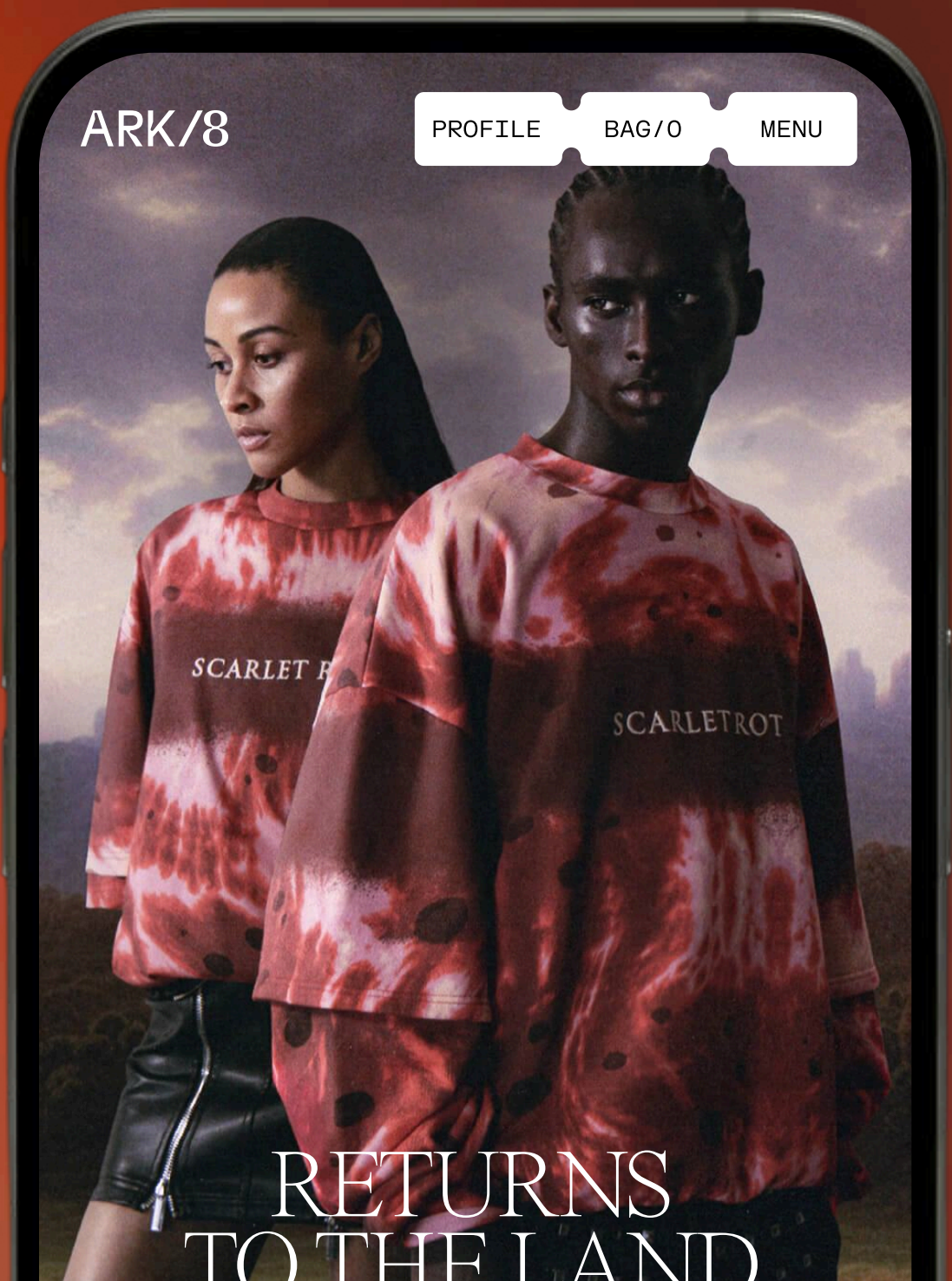
Our classic kimono styl

BIA.

Delivery

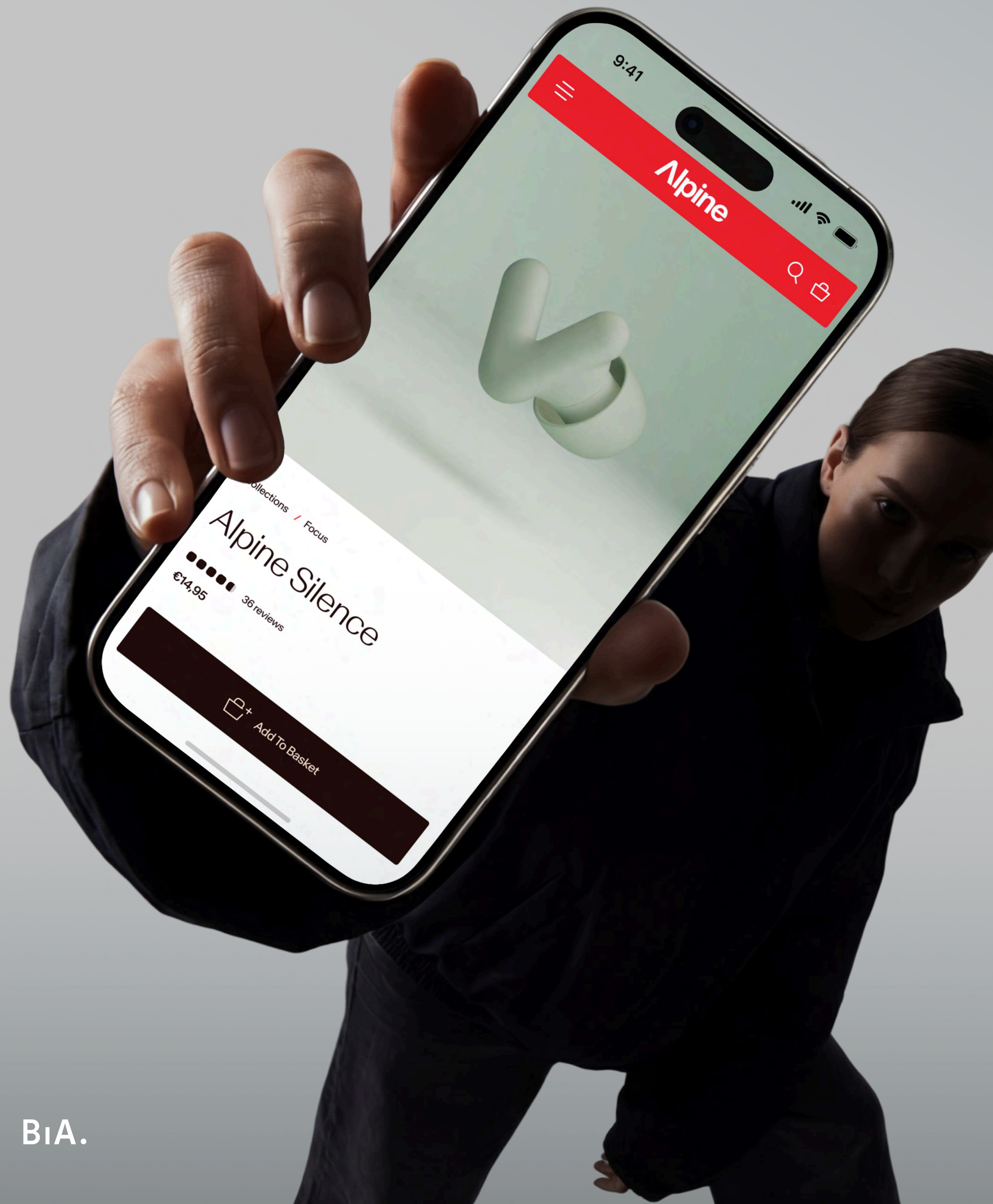
Execution & implementation

A flagship is only as strong as its execution. Design becomes reality. Interfaces are built, systems are integrated, and the platform is prepared to perform at scale. But launch isn't the finish line. Once live, the flagship becomes a living system, continuously monitored and refined based on real behavior. The value is in what the platform becomes.



Three paths to building a digital flagship

Not every digital flagship is built the same way. The right approach depends on what a brand values most: speed, flexibility, or complete control. At Build in Amsterdam, we think of these as levels of craftsmanship, each offering a different balance between time to market, creative freedom, and performance capability.



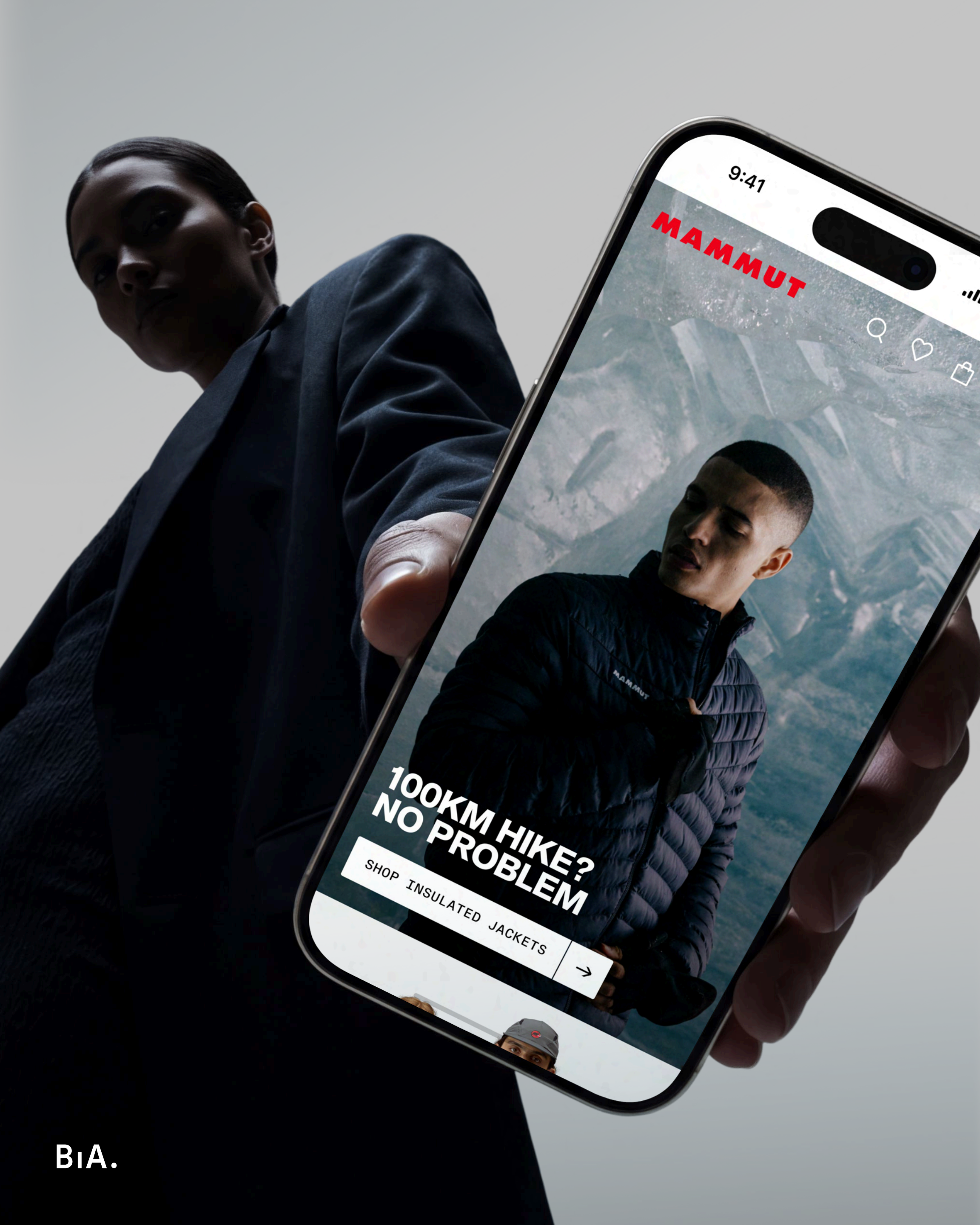
Ready-to-wear: Shopify theme

For brands that need to move quickly, a Shopify theme provides a strong foundation. Pre-defined structures can be adapted to fit a brand's identity, and the system is proven, stable, and efficient. But like ready-to-wear, it comes with constraints. Customization is possible within limits, and the experience is shaped by the framework it sits within. This path suits brands where speed and simplicity take priority over full creative and technical control.



Tailored: Headless with component library

A tailored approach introduces flexibility without starting from scratch. Using a headless architecture supported by a component library, brands gain more control over how their flagship is structured and expressed. Pre-built components ensure consistency while allowing customization where it matters most. The platform can evolve over time without requiring a complete rebuild. For many brands, this is the optimal path, where speed, flexibility, and performance actually meet.



Made-to-measure: Custom headless

At the highest level of craftsmanship, every element is designed and built from the ground up. A custom headless platform offers complete control over experience, performance, and integration, unconstrained by pre-existing systems. The result is a flagship that's entirely unique, aligned to the brand's vision, operational complexity, and long-term ambition. It also requires the greatest investment in time, resources, and intention. For brands where differentiation is critical and the flagship is central to the business, that investment is the point.

Choosing the right path

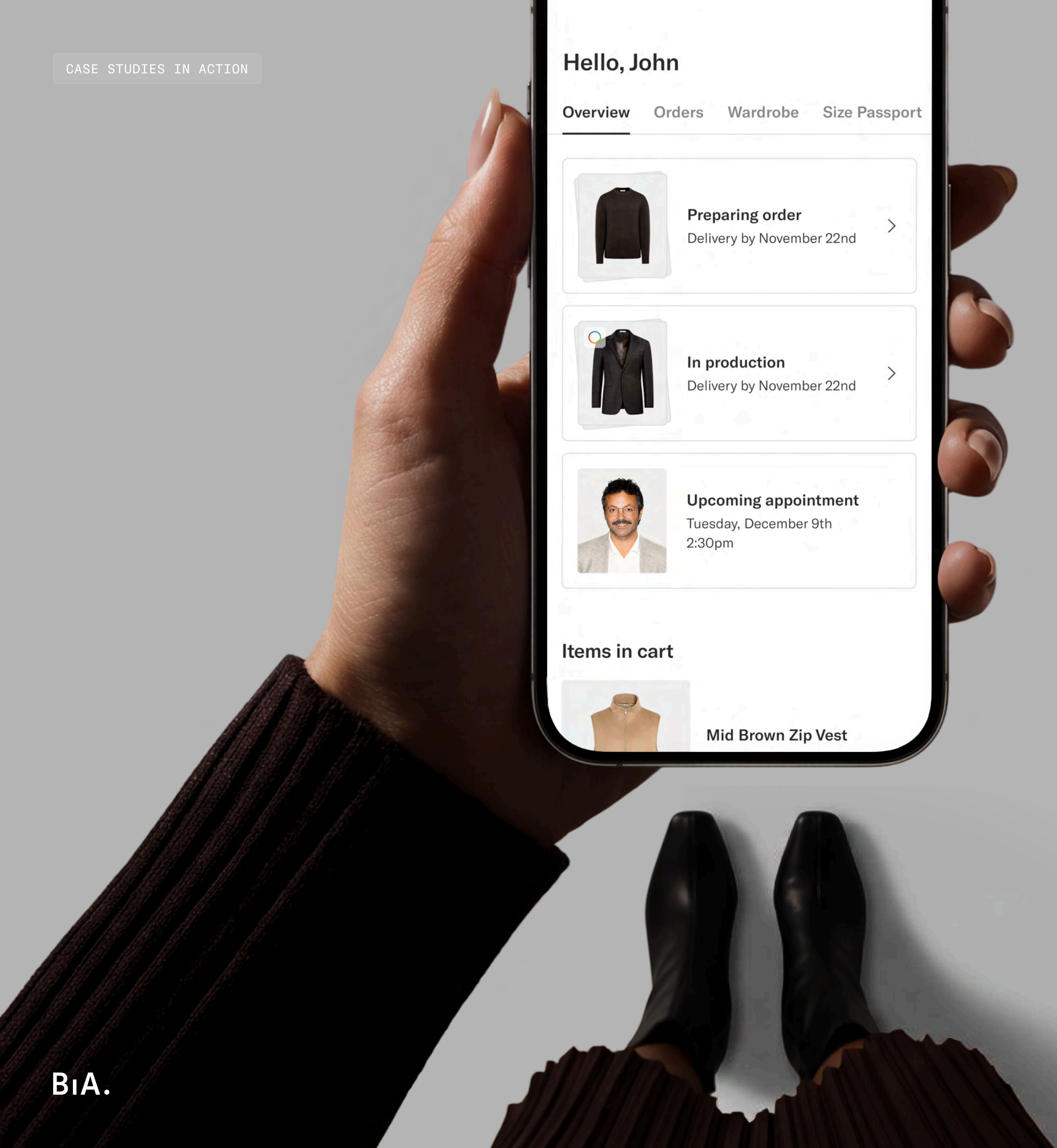
The decision isn't really about technology. What role should the flagship play in the business? How much control does the brand need? How important is speed relative to long-term scalability? Those questions define the path. The right answer looks different for every brand, which is why the choice should be deliberate.

Case studies in action

Suitsupply

Translating physical
experience into digital.





Suitsupply has always been defined by its in-store experience. Personal, guided, built around human interaction. The challenge wasn't to recreate the store online, but to translate what makes it valuable into a digital environment.

Build in Amsterdam introduced digital profiles of in-store advisors, bringing the human element of the brand directly into the flagship. Customers could explore, connect, and book appointments with specific advisors, extending the relationship beyond the physical space. The flagship didn't replace the store. It enhanced it. Physical and digital became part of the same system, each reinforcing the other.

That's what a flagship enables when it's built as more than a storefront: a bridge between environments, not a substitute for them.



ery

Finish



Jacket Trousers Waistcoat

Lapel Canvas Lining



New Arrivals

Lightweight layers & refined tailoring
—designed for the season ahead.

Discover

S

Suitsupply
To: Build in Amsterdam

Wednesday

New pieces to style with your suit



Purchased

Orange Tailored Fit Suit
Size 50



Light Brown Tailored Fit Suit
€649

SUITSUPPLY



New Arrivals

SUITSUPPLY

suitsupply sponsored

...

×

SUITSUPPLY

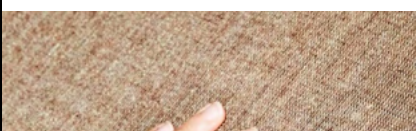


Taupe Tailored Fit Milano Suit €929
All Season Wool Mohair by Rogna, Italy

 Customize Select size

Woven By

The Rogna Mill



Suitsupply 2h ago
The new Spring/Summer collection is here. Discover the collection.

Home Friends  Inbo

ChatGPT 5 >



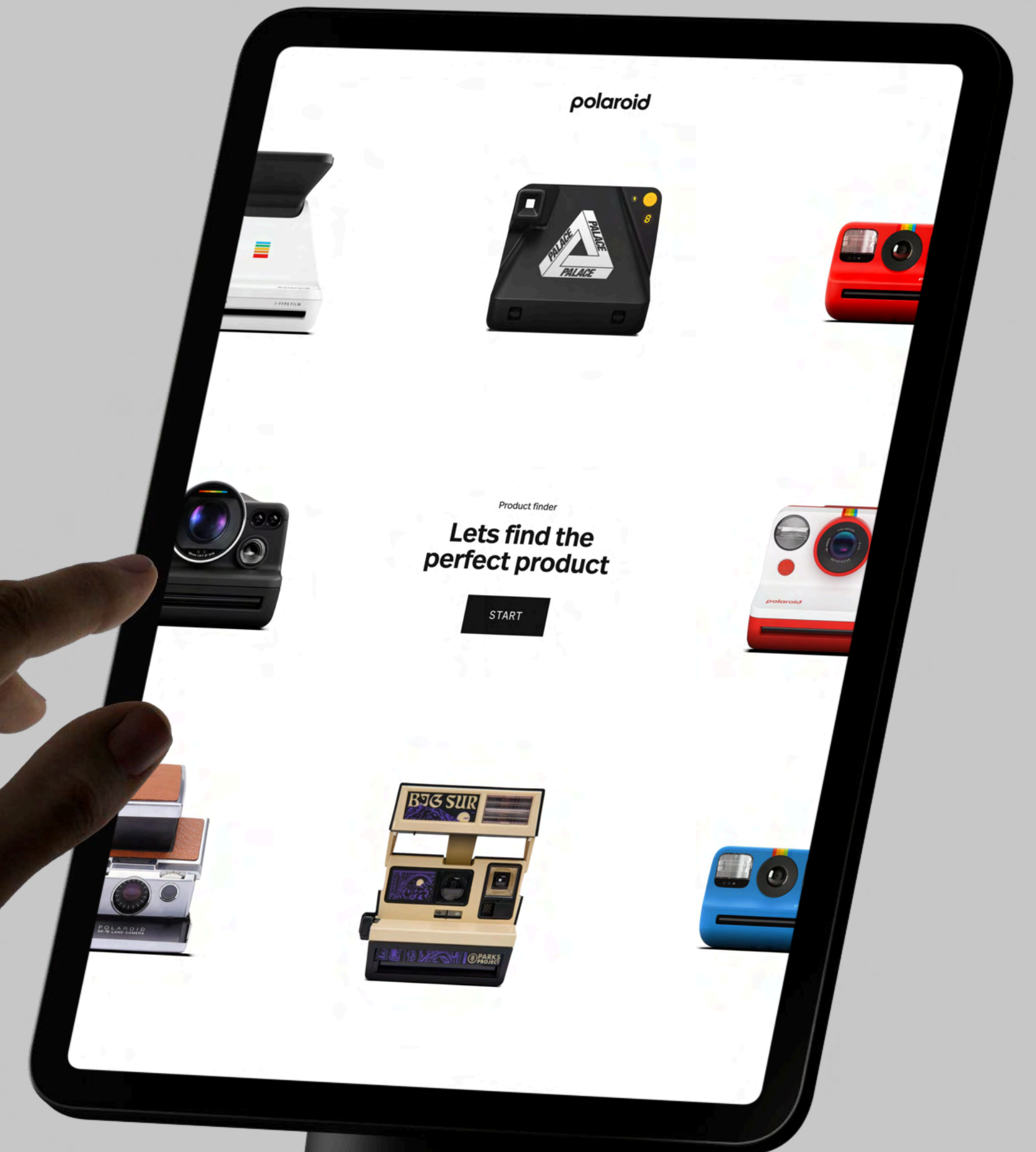
Taupe Tailored Fit Suit

S Suitsupply

Free delivery, Free 30-day returns

Polaroid

Building cultural relevance through systems.



Full-size Polaroid film
focus = twice the clarity



ADD TO BAG

Free shipping on orders over €95





The inherent unpredictability and variations in Polaroid film development also add an element of surprise and uniqueness to each yellow duochrome image, making each piece a singular work of art.

THE DIGITAL FLAGSHIP

Camera

Film

Printers

Speakers

Accessories

polaroid

Education

Journal

Support

Members

0

World's smallest instant camera

Its size fool you. The world's smallest camera is packed with big ideas.

POLAROID GO

SHOP NOW





Green 600 Film

Made with love from original Polaroid chemistry, it delivers photos with a distinctive green hue.

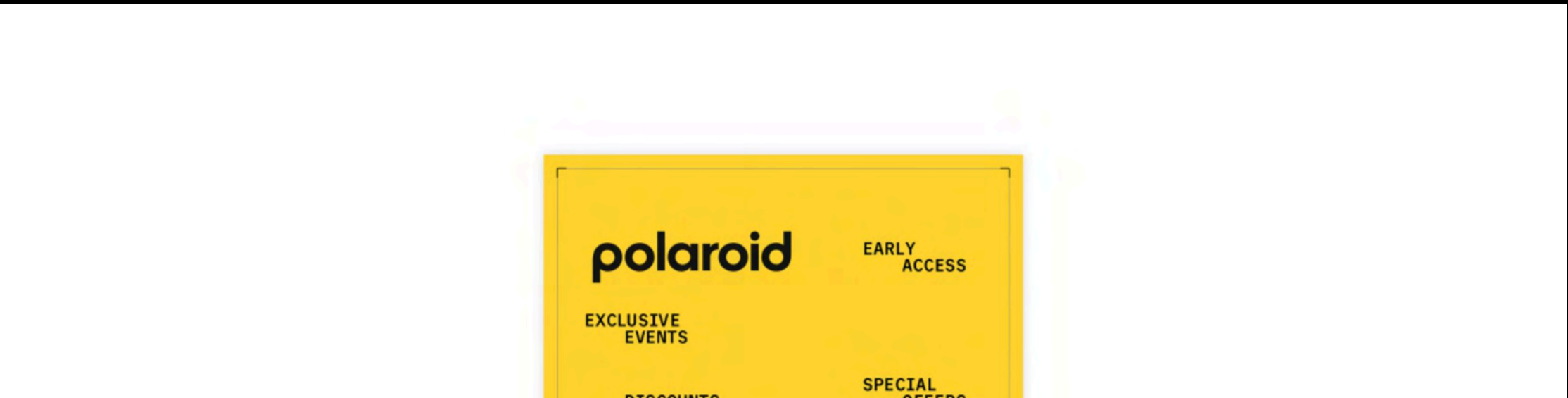


GREEN 600 FILM

SHOP NOW

Polaroid's identity has always been attached to popular culture, and by extension, the memories of millions of lives across generations. As a household name, Polaroid's challenges are unique. How do you translate a legacy brand into a modern digital experience that can evolve with its audience? BiA partnered with Polaroid to systematize the brand, not redesign a foundation that is both iconic and recognizable.

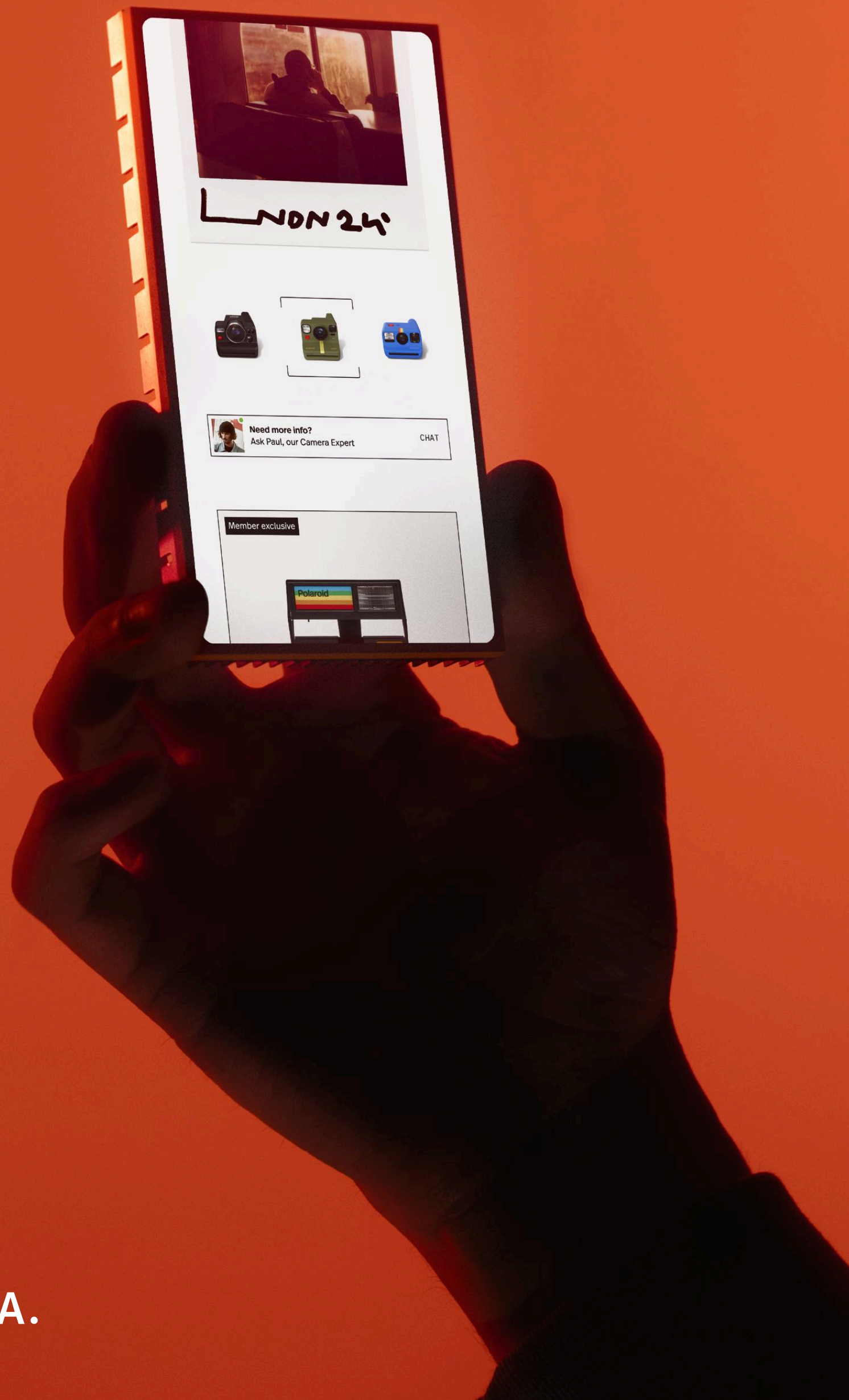
A defined design system gave Polaroid's visual language, tone, and storytelling the structure to scale across channels. The flagship became the central expression of that system, where content, commerce, and culture coexisted. From there, the same system extended naturally into social, letting the brand show up consistently while still adapting to each platform. The result felt organic. A brand evolving in real time without losing what made it the brand.



What these systems enable

The pattern across both cases is the same. The flagship is a foundation, connecting physical and digital environments, translating brand identity into scalable systems, and ensuring that every touchpoint feels like part of the same world. That's where design systems move from theory to impact: not just defining how a brand looks, but how it behaves, adapts, and grows.

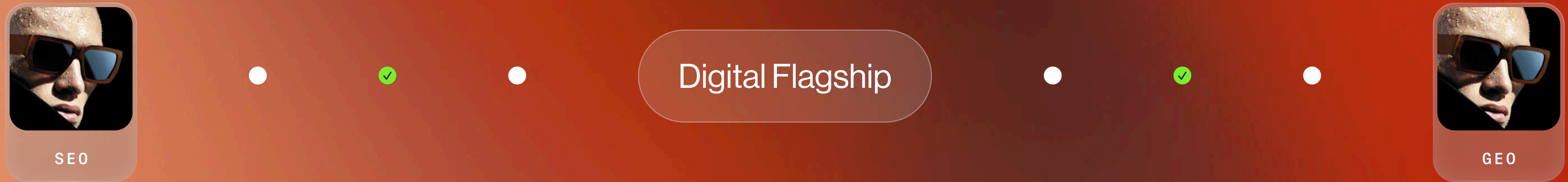
The digital flagship in the age of AI



The rise of AI makes the Rule of Three even more important. For humans, consistency builds trust. For machines, it's how brands become understandable. AI systems rely on consistent visual patterns, consistent language, and structured data to interpret, represent, and recommend brands accurately.

Commerce is entering a new phase, and consumers aren't the only ones navigating brands anymore. AI systems are beginning to interpret, recommend, and act on their behalf. Search is evolving into conversation. Discovery is becoming assisted. And transactions are increasingly influenced by agents, not just individuals.

That shift changes how brands get understood, and by whom.

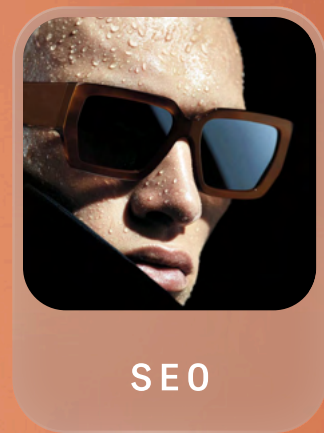


The flagship as the source of truth.

AI systems don't just interpret products. They interpret a brand's voice, recognize its visual identity, and rely on structured, connected data to understand context. Marketplaces provide fragments of that information: product data, pricing, and availability. But fragments aren't a brand. They can't capture narrative, provide context, or ensure consistency across touchpoints.

The digital flagship brings those three elements together. It unifies the Rule of Three, Same Look, Same Voice, and Same Memory, into a single source of truth.

It's the only environment where a brand fully controls how it's presented: how products are structured, how content is organized, and how meaning gets conveyed. For AI systems, that makes it the most reliable reference point. Optimize for human interactions, sure, but the digital flagship is also optimized for machines. This ensures SEO and GEO work hand in hand when consumers are looking for reliable and reputable information about a brand.



Digital Flagship



The cost of inconsistency.

Fragmented visuals look careless, but they also erode trust at every touchpoint, quietly signaling to customers that something is off, even when they can't necessarily articulate why. A product that looks one way on your website, another on a marketplace, and something else entirely in an ad makes a brand appear thin and disconnected.

The compounding effect is real. Brands that commit to long-term visual consistency see 2X the profit gains compared to those that constantly switch branding up.

A design system is what stops the bleeding. It creates repeatable patterns, clear hierarchies, and defined visual relationships across every surface, so your brand stays legible no matter where it shows up.

The design system is what prevents this. It creates repeatable patterns, clear hierarchies, and defined relationships between content, product and experience, making the brand legible not just visually, but structurally.



A new competitive advantage.

The digital flagship is no longer just a consumer destination. It's the infrastructure for how a brand gets understood, by humans and machines alike. Brands that invest in structured, consistent systems will be easier to interpret, easier to recommend, and easier to trust. Brands that don't will be represented inconsistently, regardless of how strong the underlying brand actually is.

This isn't a future state. It's already taking shape. And it makes the flagship more important, not less.

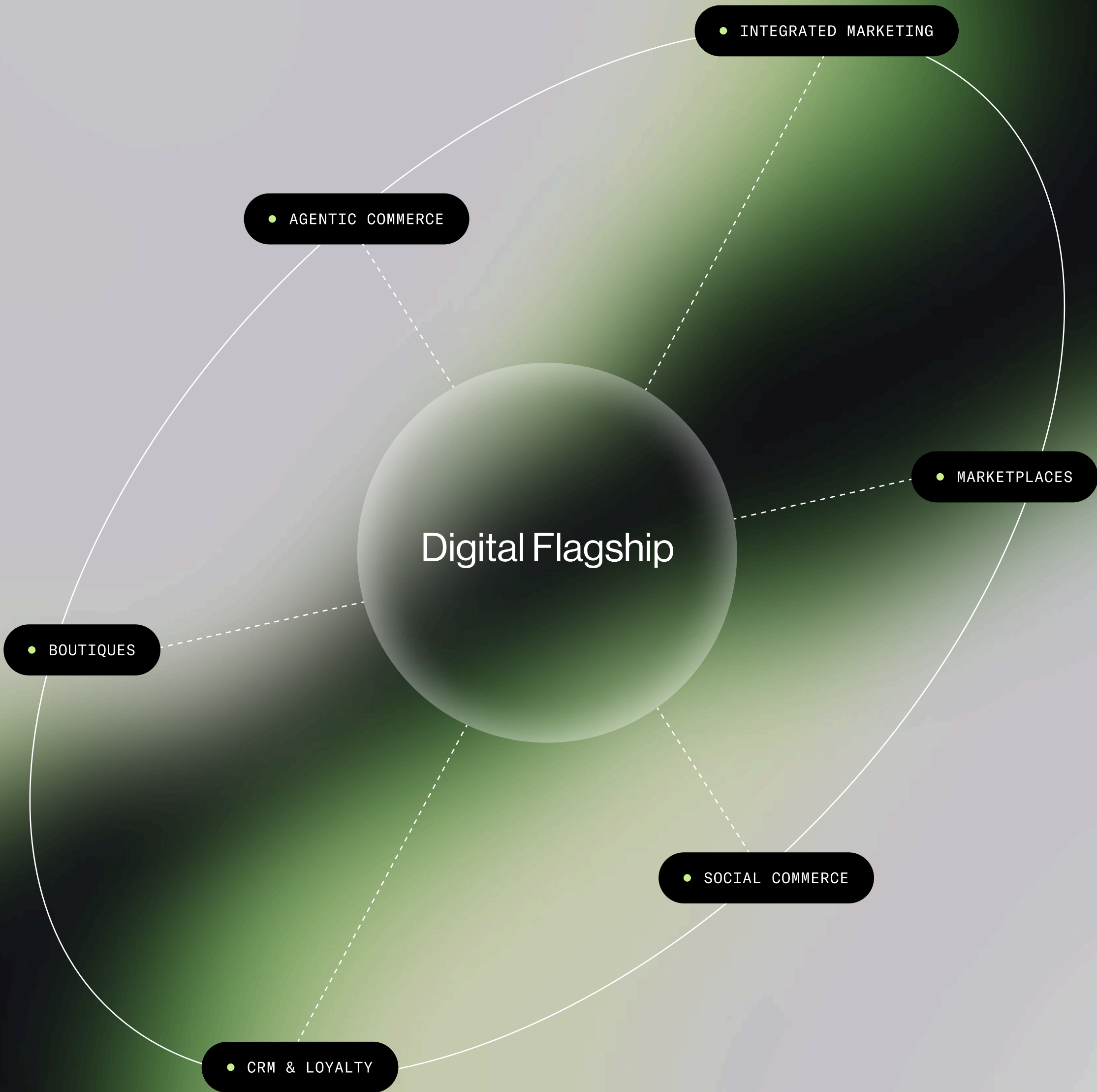
The background features three large, thin white circles that overlap each other. Each circle has a small white square marker on its circumference: one at the top of the central circle, one on the left side of the leftmost circle, and one on the bottom right of the rightmost circle.

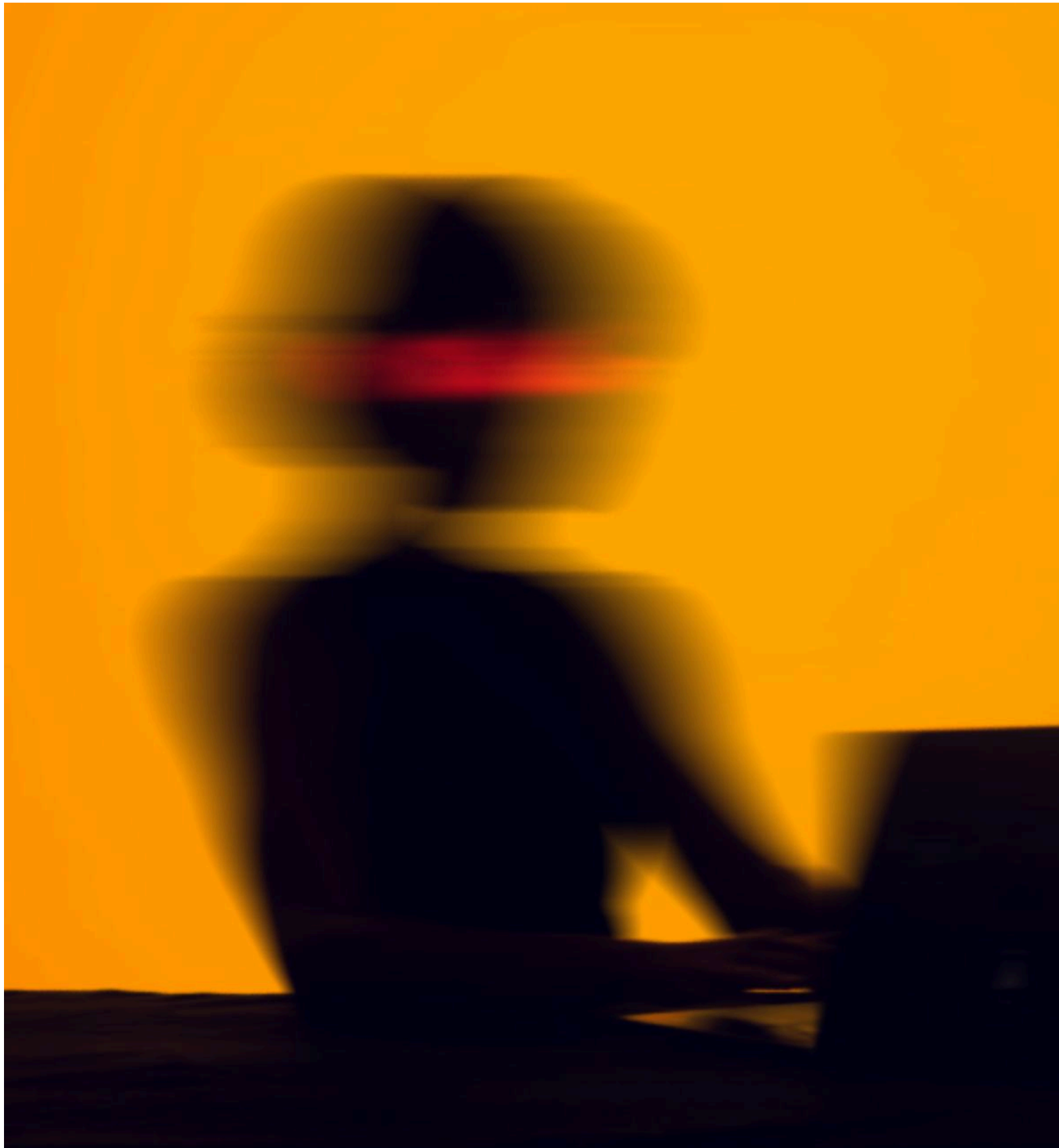
From flagship to Connected Commerce

The digital flagship establishes the Rule of Three: one look, one voice, and one memory. But those principles only create value when they extend beyond the flagship into every channel. Because commerce doesn't happen in one place. It happens across marketplaces, social platforms, retail environments, CRM systems, and increasingly, AI-driven interfaces. Consumers move fluidly between them, often within the same purchase decision. They discover on one channel, compare on another, validate on a third, and buy wherever it's most convenient.

For brands, that creates a real problem as marketing has become increasingly complex in the omnichannel era. A CMO has to spread their money across more channels and more teams, often without having the resources for it. This has increased the need for efficiency.

BIA.





BIA.

Defining Connected Commerce.

Connected Commerce is a different way of thinking about interactions between a brand and the consumer. It starts with the belief that every touchpoint (TikTok videos, sponsored search results, product pages, and Amazon listings) are part of the same journey. When those touchpoints are truly aligned, they amplify each other. When they're not, they work against each other.

Connected Commerce means a brand's story is consistent from the first scroll to the final purchase. On the contrary, it's also defined by how brands make those connections happen. The data from a brand's paid media informs the content. The content fuels the marketplace performance, which feeds back into the strategy. Each part of the system makes the other stronger.

The digital flagship is integral to the Connected Commerce system. It establishes the structure every other channel follows: how products are organized, how content is expressed, how the brand gets experienced. From there, the system extends outward. Marketplaces inherit product logic and content hierarchy. CRM reflects the same tone and structure. Retail environments echo the same brand world. AI systems reference the same source of truth. Each touchpoint adapts to its environment while staying connected to the same foundation.

Extending the system to Marketplaces

Marketplaces are often where brands lose control. Product pages are templated. Content gets compressed. The platform dictates the experience. And yet they're critical conversion points, which makes the stakes higher, not lower.

The goal isn't to replicate the flagship on Amazon. It's to translate it. A strong design system defines how product hierarchy is structured, how content is prioritized and sequenced, and how visual language adapts within platform constraints. On Amazon, that becomes concrete: A+ content reflects the same logic as the flagship, storefronts follow the same narrative structure, and imagery stays consistent with the broader brand world. The experience is different. The system is the same.

Retail media and CRM

The same principle extends beyond Marketplaces. Retail media shouldn't operate as isolated performance campaigns. Creative, messaging, and structure should all draw from the same central system, so performance activity reinforces brand expression rather than diluting it.

CRM follows the same logic. Email, lifecycle marketing, and retention programs become part of the same ecosystem, aligned in tone, hierarchy, and experience. Each interaction builds on the last. Each channel deepens the same understanding of the brand.

Scaling without losing the thread

Operationalizing Connected Commerce isn't about control for its own sake. It's about maintaining alignment as a brand scales. The system adapts to each environment. It doesn't break. That requires more than strategy or design alone. It requires execution: the ability to translate a centralized system into multiple platforms, each with its own requirements, while keeping the brand experience coherent throughout.

Where it comes together.

This is where Build in Amsterdam and Front Row connect. Build in Amsterdam defines the flagship and the design system, establishing how the brand should operate and express itself. Front Row extends that system across the commerce ecosystem, ensuring consistent execution across marketplaces, retail media, CRM and beyond. Together, they bridge definition and execution. System and scale.

The BiA + Front Row opportunity

The digital flagship is one of the most misunderstood assets in modern commerce. It's not a D2C tactic. It's not just another revenue channel. It's the foundation of how a brand is expressed, experienced, and understood, by consumers and by the AI systems that increasingly shape what they see and buy.

The brands that win maintain the same look, the same voice and the same memory everywhere customers and AI encounter them.

That kind of coherence doesn't happen by accident. It gets designed, structured, and maintained. It starts with a flagship built on a real design system, one that doesn't just define how the brand looks, but how it behaves. One that gives every downstream channel, marketplace, retail, CRM, AI, something real to inherit.

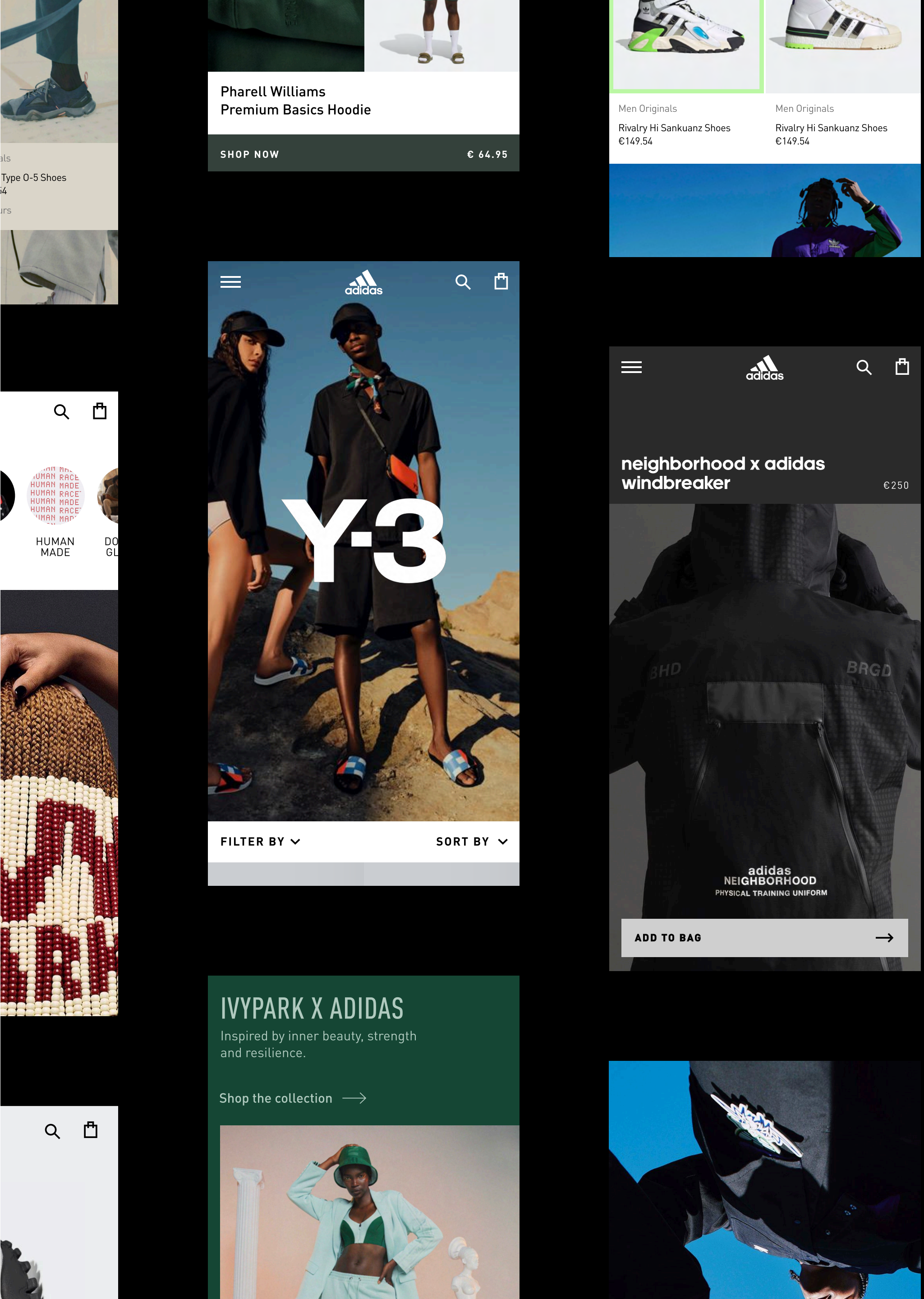
BiA.

Build in Amsterdam builds that system. Through strategy, design, and development, they establish the flagship and the design system at its core: expressive enough to tell the brand's story, structured enough to scale it.

Front Row extends it. Across Amazon, retail media, CRM, and the broader commerce ecosystem, the system doesn't just exist. It executes. Consistently, at scale, in every environment where a customer might encounter the brand.

Together, the model is continuous. Definition to execution. Flagship to ecosystem. System to growth.

For brands where identity actually matters, this isn't optional anymore. The flagship is the source of truth. The design system is what makes it transferable. Connected Commerce is what it looks like when the whole thing works.



BIA. | Powered by **FRONT ROW**

GET IN TOUCH ↗

buildinamsterdam.com

 [Build In Amsterdam](#)

 [@buildinamsterdam](#)