



From the craft to the cart

The Loom leverages PayPal for global expansion

Komal and her husband, Aman, launched The Loom in 2016 frustrated by a lack of quality Indian fashion online. "When we started, there were no brands selling craft-centric Indian fashion online," says Komal. "So, we had the first mover's advantage in the online market."

Aman says they wanted to bring traditional Indian techniques to local and international markets where large expat communities exist in places like the US, Canada, Singapore, the UK, Australia, and the Middle East. "Indian craftsmanship is a legacy, one that deserves to be shared with the world. That's why we started The Loom, to take centuries-old Indian techniques like bandhani, leheriya, and block printing to a global audience."

50%

of The Loom customers use PayPal, mostly from the US.

15%

increase in conversion after integrating PayPal.

PayPal drives buyer trust and payment success.

The opportunity.

A robust, multi-currency payment gateway supporting global expansion

Aman says the decision to integrate PayPal came after repeated enquiries from overseas buyers. "When we were expanding, we got a lot of international customer queries, and the most common was, 'Do you have PayPal?'. At first, we said no, we don't have it, and they would just bounce off."

After adding PayPal to their checkout, Aman says 90% of those customers would go on to complete their purchase, adding 15% conversion from international buyers.

Once The Loom gained traction in India and abroad, they went from having concerns about finding new customers to overloading their payment gateways during peak periods. "Festivals like Diwali, Eid, and Christmas always lead to high transactional loads. However, PayPal never breaks during peak times.

Our success rates were always consistent, even when transaction volume was 3-4 times higher."



The solution.

A seamless checkout for international shoppers



“Every business should offer two things,” Komal says. “First is the great product. Second is the great experience.”

When it comes to online shoppers, that means a smooth checkout after finally choosing the garment they want to purchase. Komal says, “Imagine adding something to your cart, loving a product, and reaching a dead end at the checkout because of payment failure. It’s not a lost sale, it’s a broken customer experience.”

They know a failed checkout can be the difference between a loyal, repeat customer and a potential shopper they’ll never see again. That’s why, Komal says, they rely on PayPal. “Behind every seamless experience, there’s a lot that goes into making it seamless. Every website’s most critical part is the checkout and payment. During our international expansion, a seamless payment method is what we targeted, and PayPal did that for us.”



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**You can't do
international
business online
without PayPal.**

Aman

Co-founder, The Loom



The impact.

A modern solution for traditional fashion

Komal and Aman have come a long way since their first sale. It was from a regional area that they were unable to verify for shipping. Komal tells us, “The first order was a cash-on-delivery order from Kerala, and the postcode was not serviceable. Since it was the first order, we shipped it without any payment and the customer confirmed she will pay after she receives the order. It was a big risk, but we shipped the order, and thankfully, the payment was done.”

The Loom has experienced massive growth since then, but its founders are steadfast in their commitment to every customer. It’s the difference between success and failure as an international brand.

“The first thing while targeting international expansion is winning customer trust and a strong product,” Komal says. “Strong product without customer trust won’t work, and just working on building customer trust with customer service and experience, but a poor product will not suffice.”

Having solved the challenge of providing quality products at an affordable price, Aman says PayPal helps with establishing trust in The Loom.

“PayPal, with its buyer safety features, helped overcome our customers’ fears when dealing with a relatively new platform.”

He adds, “To anybody, I will say, if you want to ship internationally, PayPal is the first thing you should have if you are looking for orders and trust from customers abroad.”

