



Adapty launches UAE's first of its kind handcrafted luxury marketplace on its ThyCart eCommerce platform

Dubai, UAE – June 5, 2018 – Adapty, a digital technology solutions provider has partnered with HAITCH, a marketplace that delivers unique handmade items to customers in the Middle East. Adapty provided a fully customised marketplace solution built on its ThyCart Commerce platform. The site provides every maker and artist its own store that can be marketed and managed separately with its own persona reflected on the HAITCH.

“At HAITCH we exclusively offer customers cutting edge handcrafted items that would otherwise be difficult to find, we offer transparency in the purchasing process meaning customers can connect the items to the people who have made them” says Gemma Williams, Founder, HAITCH.

“We are pleased to have launched the HAITCH marketplace on ThyCart” said Vijay Talreja, Co-Founder, Adapty.

About Adapty

Adapty is a leading digital commerce company. As experts in digital commerce platforms, our technology teams design and implement omni-channel solutions that drive customer engagement and business growth. We help retailers adapt to the rapidly changing business environment.

Adapty is headquartered in New Jersey, USA with operations in India, USA and UAE. For more information visit www.adapty.com

About Haitch

Haitch prides itself on a curation of the most beautiful luxury contemporary items from all over the globe. You will find handmade items from the most skilled makers and artists, further to this you can choose from a selected range of bespoke and customisable items, all of which will be brought straight to your door.

For more information about HAITCH please visit www.haitchforhandmade.com