M7 Partners with Local Boy Outfitters to Rebuild the Systems Behind a Growing Apparel Brand

The digital agency is linking Local Boy's ERP, online store, and warehouse through a custom Boxcar integration, starting with the product data beneath it all.

NEW YORK, NY, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- M7 (millermedia7) has begun a technology and data science engagement with Local Boy Outfitters, the Southern outdoor lifestyle apparel brand behind the "Livin' Local" line of clothing for men, women, and youth. The private equity backed company sells both direct to consumer and wholesale, and M7 was brought in by its sponsor to fix the systems that hold those channels together.

Like many growing retailers, Local Boy had already invested in the right tools. ApparelMagic runs as the ERP, Shopify powers the online store, and Extensiv manages the warehouse. The problem was not missing software. It was that the systems did not agree with each other. Earlier attempts to connect them with off the shelf integrations had failed, the product catalog had been entered more than once and slowly drifted apart, and the operations team was hand keying records just to receive inbound inventory.

M7 started with the least glamorous part of the work, and the part it treats as the most important: the data. The team established ApparelMagic as the single source of truth for the catalog, cleaned up the product data underneath it, and wrote the governance standards meant to keep it accurate going forward. This is the part most integration efforts skip, and it is usually where they quietly come undone.

Rather than wire together generic middleware, M7 built Local Boy a custom integration manager as a software product on Boxcar, its own development platform. Off the shelf connectors only expose what the vendor decided to make available, which is precisely how the earlier attempts died. Building on Boxcar let M7 shape the integration around how ApparelMagic actually behaves, including the awkward realities that generic tools tend to ignore: inventory that is derived from transactions rather than set as a simple quantity, partial shipments the ERP cannot represent on its own, and pick tickets, not orders, as the true unit of work in the warehouse.

Safety was designed into the system from the start. The integration runs as a continuously operating service with a read only validation step that must pass before anything is written to either system, protection against duplicate inventory transactions, a kill switch on each flow, and

independent reconciliation that runs alongside the process rather than after it. The first release is scoped deliberately narrow, covering the full e-commerce order to fulfillment loop on a single dedicated warehouse, while wholesale keeps running on its existing integration so the trial can never take the business down.

"Most integration projects skip the data work and rush straight to connecting systems, which is exactly why so many of them fail," said Anthony Miller, CEO of M7. "We started by getting Local Boy's catalog right and building the rules to keep it that way. Once the foundation is solid, everything you build on top of it has something dependable to stand on."

The goal of the first phase is a working order to fulfillment loop and a clear, evidence based decision on extending the same architecture across the rest of Local Boy's operation.

About Local Boy Outfitters
Local Boy Outfitters is a Southern lifestyle apparel brand offering clothing and accessories for men, women, and youth who love the outdoors. Learn more at www.localboyoutfitters.com.

About M7 (millermedia7)
M7 is a digital transformation, UX, and software company that helps businesses design, build, and connect the systems they run on. Learn more at www.millermedia7.com.

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