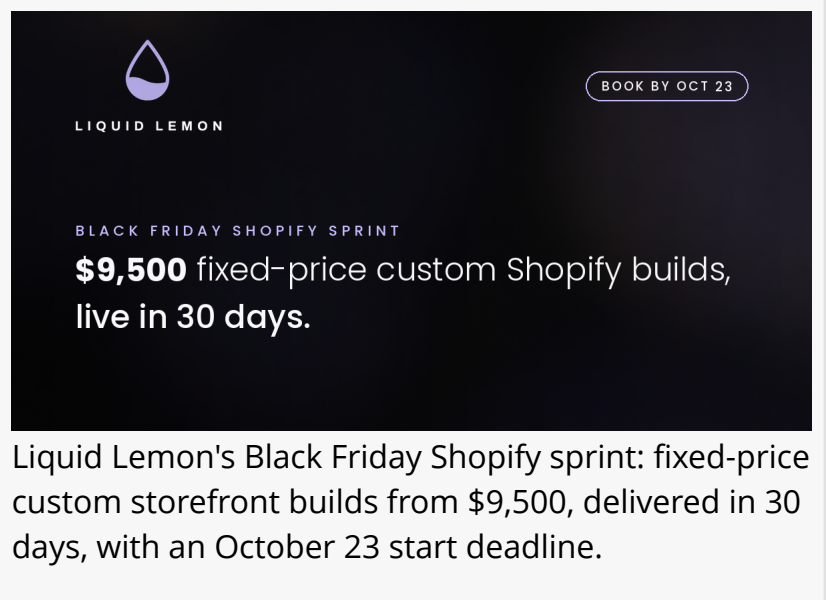


Liquid Lemon Opens Fixed-Price 30-Day Shopify Storefront Program Ahead of 2026 Black Friday

Liquid Lemon Sets October 23 as Final Start Date for 30-Day Shopify Builds Before 2026 Black Friday

CLEARWATER, FL, UNITED STATES, October 14, 2026 /EINPresswire.com/ -- Liquid Lemon, a Shopify / Shopify Plus design + development studio, has opened a fixed-price Shopify storefront development program ahead of the 2026 Black Friday Cyber Monday weekend. The program delivers a custom-coded Shopify storefront on a fixed price and a 30-day schedule.

The graphic is a dark-themed promotional banner for Liquid Lemon. At the top left is the Liquid Lemon logo, a stylized drop shape. To its right is a button that says "BOOK BY OCT 23". Below the logo, the text "LIQUID LEMON" is written in a small, sans-serif font. Further down, the text "BLACK FRIDAY SHOPIFY SPRINT" is displayed. The main headline in large, bold, white text reads: "\$9,500 fixed-price custom Shopify builds, live in 30 days." Below the graphic, a text box contains the following information: "Liquid Lemon's Black Friday Shopify sprint: fixed-price custom storefront builds from \$9,500, delivered in 30 days, with an October 23 start deadline."

Pricing is fixed and published: \$9,500 for a standard Shopify build and \$12,500 for a Shopify Plus build. Builds with additional complexity are quoted at a fixed price before the project begins, and the program does not use hourly billing.

“

Most brands don't lose Black Friday on the offer. They lose it on a storefront that isn't built to convert the traffic they paid for.”

*Andrew Zam, Co-Founder,
Liquid Lemon*

The program follows a 30-day schedule in three stages: a strategy session and brand brief on day one, design and development through day 28 with ongoing client review, and launch on day 30. Scope is defined before the project begins and remains fixed for the duration of the project.

Each build covers core storefront components, including product pages, cart and checkout configuration within Shopify's native capabilities, mobile-oriented design, and storefront performance. Lifecycle email and retention

programs are offered as a separately scoped engagement.

The program is intended for established direct-to-consumer and consumer-goods brands on

Shopify or Shopify Plus that have existing branding and assets prepared at the start of the project.

Black Friday falls on November 27 in 2026, with Cyber Monday on November 30. October 23, 2026 is the latest start date for a 30-day build to be completed before the weekend, and the studio is accepting new program starts through that date.

Shopify merchants recorded \$14.6 billion in sales over the Black Friday Cyber Monday weekend in 2025, according to Shopify. A majority of U.S. online holiday purchases in 2025 were completed on smartphones, according to Adobe.

"The program defines the price and the delivery window before the project begins," said Andrew Zam, co-founder of Liquid Lemon. "The October 23 start date reflects the time a 30-day build requires to be completed and tested before the Black Friday weekend."

"Storefront development and lifecycle email are scoped as separate engagements," said Nick Scott, co-founder of Liquid Lemon.

Liquid Lemon has worked with direct-to-consumer and consumer-goods brands including Olipop, Hero Cosmetics, Gymshark, and Poppi. A case study of the [Gymshark storefront redesign](#) is published in the studio's insights section. Additional information is available at liquidlemon.co.

About Liquid Lemon

Liquid Lemon is a Shopify / Shopify Plus design + development studio that builds custom-coded storefronts for direct-to-consumer brands on a fixed price and a 30-day schedule. Founded in 2016 and based in Clearwater, Florida, the studio works across Shopify design and development, conversion optimization, and lifecycle email.

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