

Press Release

Akerman Represents Front Row in Acquisition of Shopify Agency Build in Amsterdam

June 5, 2025

Akerman represented Front Row in its acquisition of Build in Amsterdam (BiA), a premier Shopify design and development agency. The cross-border transaction expands Front Row's footprint in Europe and enhances its position as a global leader in connected commerce for fashion, lifestyle, and premium luxury brands.

The Akerman team representing Front Row was led by [Jonathan Awner](#), co-chair of the firm's Corporate Practice Group, and Corporate Partner [Kenneth Alberstadt](#). Additional lawyers included:

- [Melissa Koch](#), Chair, Technology Transactions Practice
- [William Sullivan](#), Chair, Federal Tax Practice
- [Daniel Silva](#), Special Counsel, Corporate Practice Group
- [Lauren Gonzalez](#), Associate, Corporate Practice Group

The strategic acquisition brings together Front Row's marketplace management and digital marketing services with BiA's award-winning design and development capabilities, enabling Front Row to deliver fully integrated, end-to-end e-commerce solutions for brands worldwide. BiA's client portfolio

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includes industry leaders such as Mammut, Polaroid, and Suitsupply.

Based in New York City, Front Row is a growth accelerator for global brands, with services spanning strategy, content creation, digital marketing, international expansion, and omnichannel excellence. The addition of BiA advances its mission to create a seamless, connected commerce experience across the entire digital customer journey.

The transaction highlights Akerman's strength in advising on complex, cross-border M&A matters, particularly in the advertising and marketing, consumer, and private equity sectors.

About Akerman

Founded in 1920, Akerman is recognized as one of the country's premier law firms, with more than 700 lawyers in 25 offices throughout the United States.