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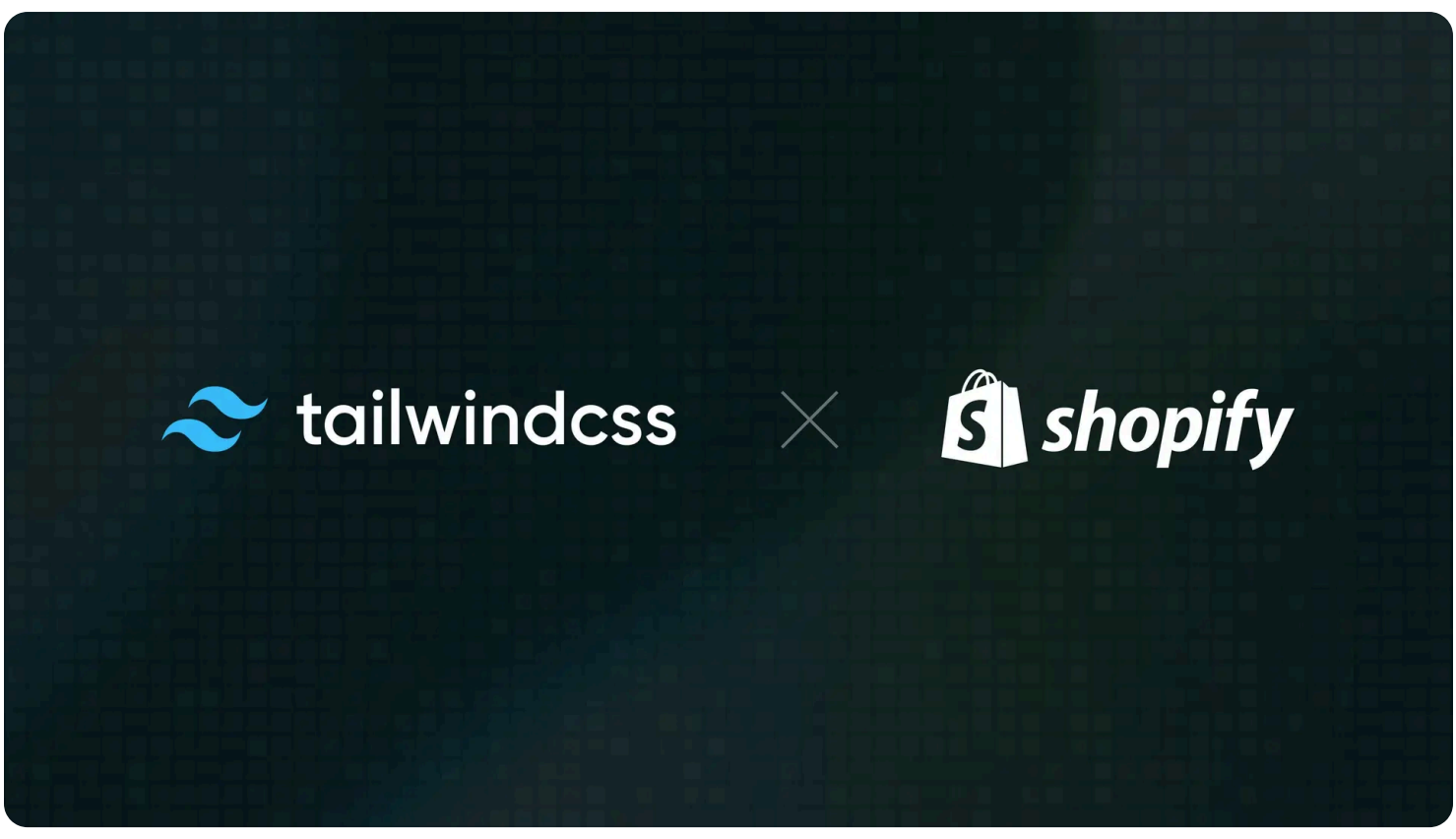
Tailwind Labs is joining Shopify

Adam Wathan
@adamwathan



Big one today — Tailwind is joining Shopify.

When I started working on Tailwind over nine years ago, my only goal was to create something that would make it easier to build beautiful interfaces for my own projects. Fast-forward to today and the framework is installed over 110 million times per week and is trusted by many of the world's biggest companies to style products like ChatGPT, X, Cloudflare, Reddit, and Shopify.

We're joining Shopify to give Tailwind a stable long-term home where it will be actively maintained for the millions of people who depend on it.

Why Shopify

We built a great little website template business around Tailwind over the years, but deep down I've always wanted the framework to be developed in service of a real product. A complex application solving important problems for real people, where we'd face the same challenges as our users, and could invent solutions that make the framework better for everyone.

Shopify provides an incredible surface area for us to do this work. Merchants need to be able to design and host beautiful custom storefronts, and manage sales and inventory in a powerful admin area. Their customers need delightful shopping and checkout experiences, and an intuitive way to keep track of their orders and discover new products through the Shop app. Shopify is also on the frontier of where user interfaces need to go next with their explorations into agentic commerce.

Shopify was also one of the very first companies operating at scale to see the potential in Tailwind CSS and start building with it, not only for themselves but **betting on it for their customers** too. Tailwind is a ~~load-bearing~~ very important part of the stack at Shopify, and they're invested in making sure it's actively maintained and continues to improve and adapt for how the ways we build are changing.

On a less technical note, I'm personally excited because **entrepreneurship has completely changed my life**. We are not doing enough as a society to produce and empower more entrepreneurs, and I believe deeply in Shopify's mission to help more people start, run, and grow their own business.

What's next

Nothing changes with Tailwind CSS or any of our other open-source projects. Everything will always be MIT-licensed, and our team will continue to lead and maintain these projects for the community with the support of Shopify.

On the commercial side, we'll no longer be trying to grow the business around Tailwind. All existing customers will of course maintain their access to products like Tailwind Plus and **ui.sh**, but we're closing sign ups for new customers to focus on Tailwind CSS at Shopify.

Thank you so much to everyone who has built something with Tailwind and supported us over these last nine years. I never could've imagined the project would become what it has today, and I truly believe there's no better place for us to continue to do this work than Shopify.

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