

# Do your regional websites talk funny?

By [Chen Hui Jing](#) / [@hj\\_chen](#)

**i18n at Shopify 🧐**







# Use o Shopify para criar a sua loja online.

Tudo que você precisa para começar a vender online hoje mesmo.

Comece hoje seu teste grátis de 14 dias

O nome da sua loja

Endereço de e-mail

Senha

Crie já a sua loja

Already have an account? Log in here

# Utilisez Shopify pour créer votre boutique en ligne.

Tout ce dont vous avez besoin pour commencer à vendre dès aujourd'hui.

Le nom de votre boutique

Adresse électronique

Mot de passe

Créez votre boutique

Todos os recursos que você quer, sem nenhum incômodo.

O Shopify cuida de todos os inconvenientes do varejo online.

# Используйте систему Shopify для создания вашего интернет-магазина.

Все, что вам нужно для того, чтобы начать интернет-продажи уже сегодня.

Начните использовать  
бесплатную 14-дневную версию  
уже сегодня

Название вашего магазина

Адрес электронной почты

Пароль

Создайте свой магазин сейчас

Уже зарегистрированы? Войдите здесь

Все необходимые вам функции и ничего лишнего.

Shopify поможет решить все проблемы с онлайн торговлей.

# Use Shopify to create your online store.

Malaysia's Ecommerce Leader



Start your free 14-day trial today!  
(you can change your store name afterwards)

Your store name

Email address

Password

Try it now for free

Already have an account? Log in here



## Malaysia's Preferred Ecommerce Platform

Business owners across Malaysia run successful Shopify stores. You can sell fashion, electronics, sporting goods, furniture, even food.

Here are some beautiful Shopify stores owned and operated in Malaysia:

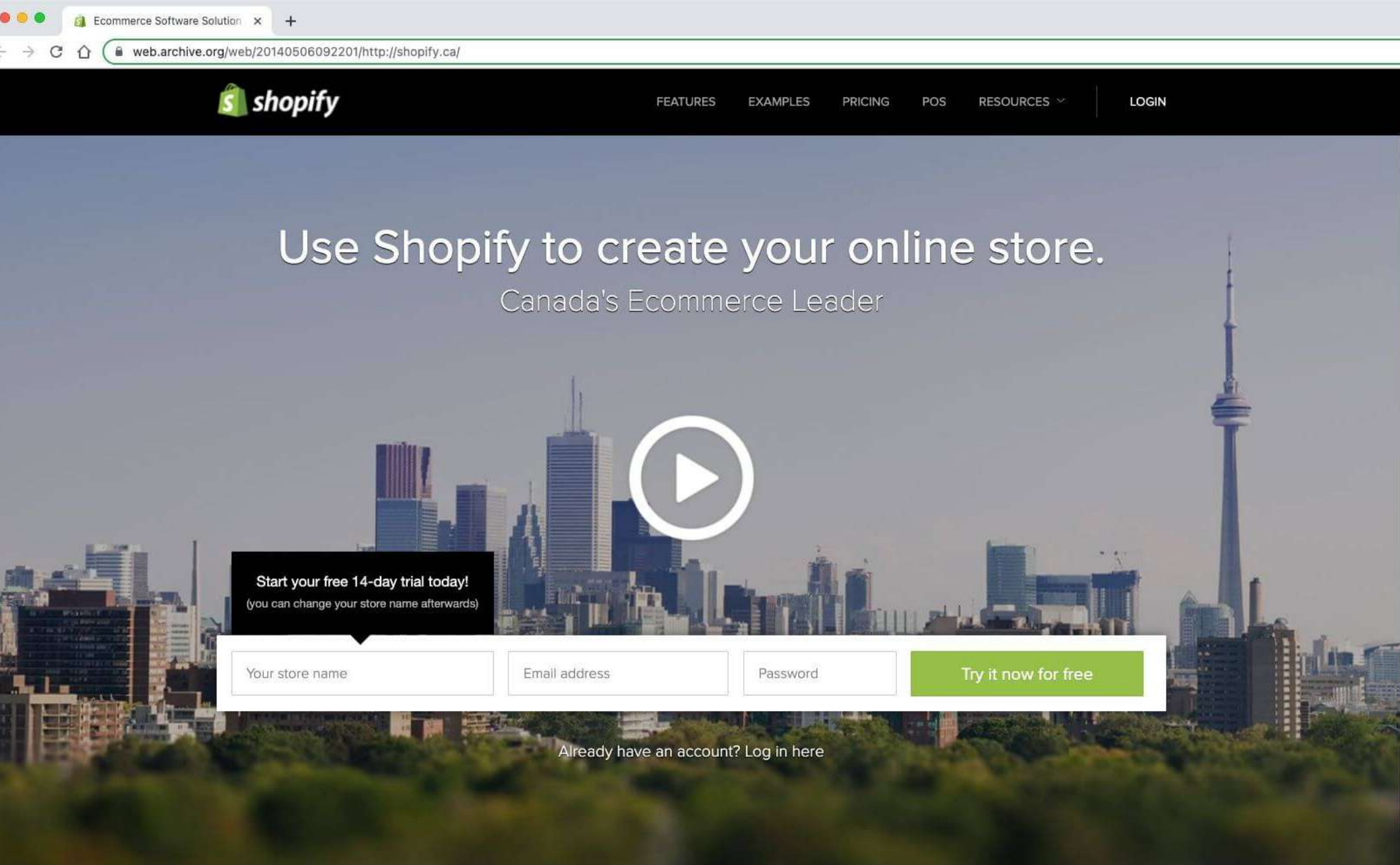
- [Ilovedacode](#)
- [Tabiya Shop](#)
- [Notissahilman](#)
- [Dipped Row](#)
- [Whimsigirl Design](#)
- [New Era](#)

What payment gateways

Can I use a .my domain name for my

Does Shopify handle

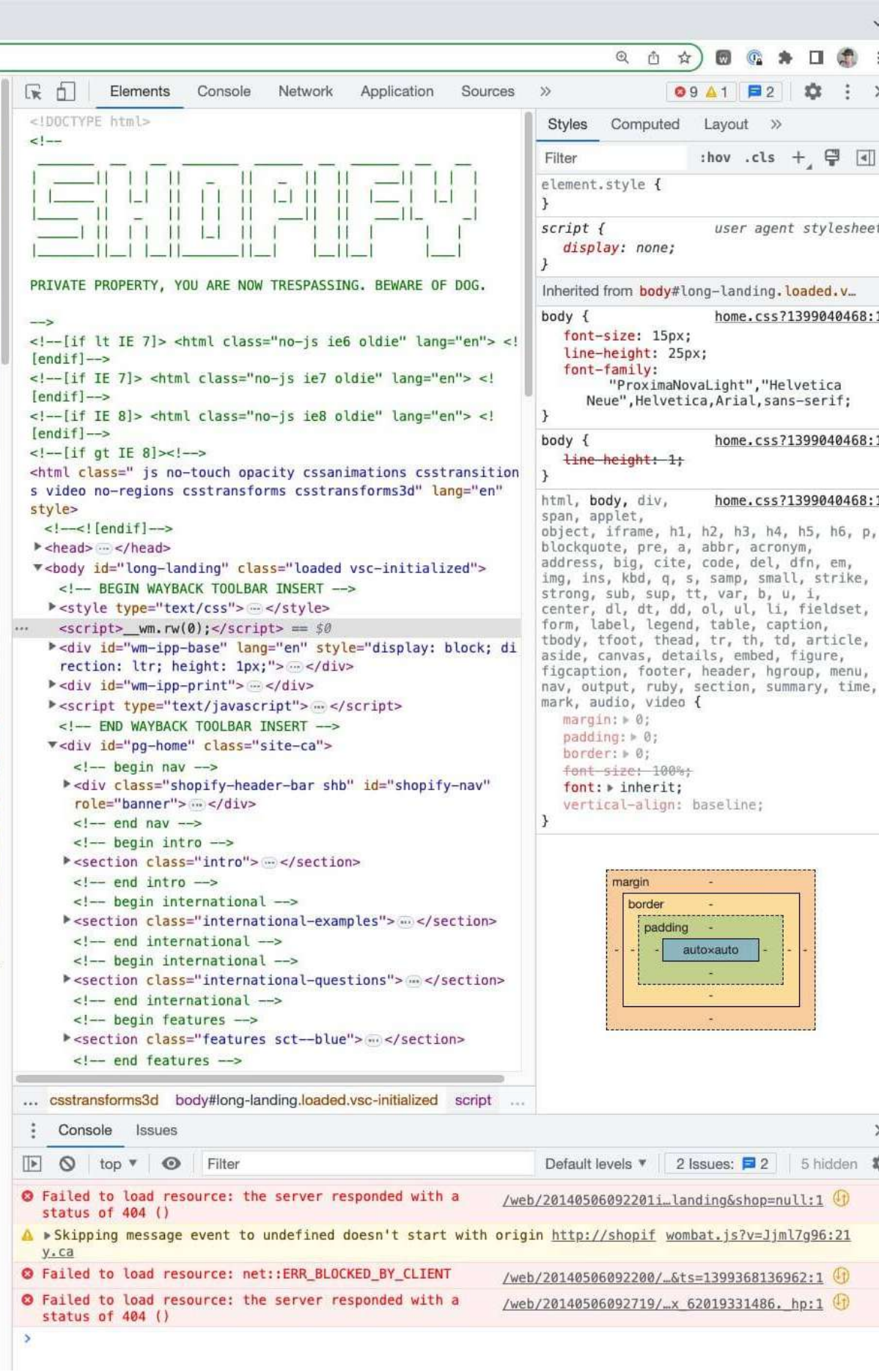




## Used by thousands of Canadians

Shopify includes everything you need to setup an online store, including free web-based store building software, unlimited ecommerce website hosting, and more.

Shopify is proudly Canadian, with offices in Ottawa, Winnipeg and Toronto. For the past two years, Shopify has been one of the fastest growing companies in Canada, now with over 100,000 customers in 80 countries.



*“What would happen if we translated this blog in a number of main languages like German, French, Spanish, and then Italian, Brazilian-Portuguese and then Japanese?”*

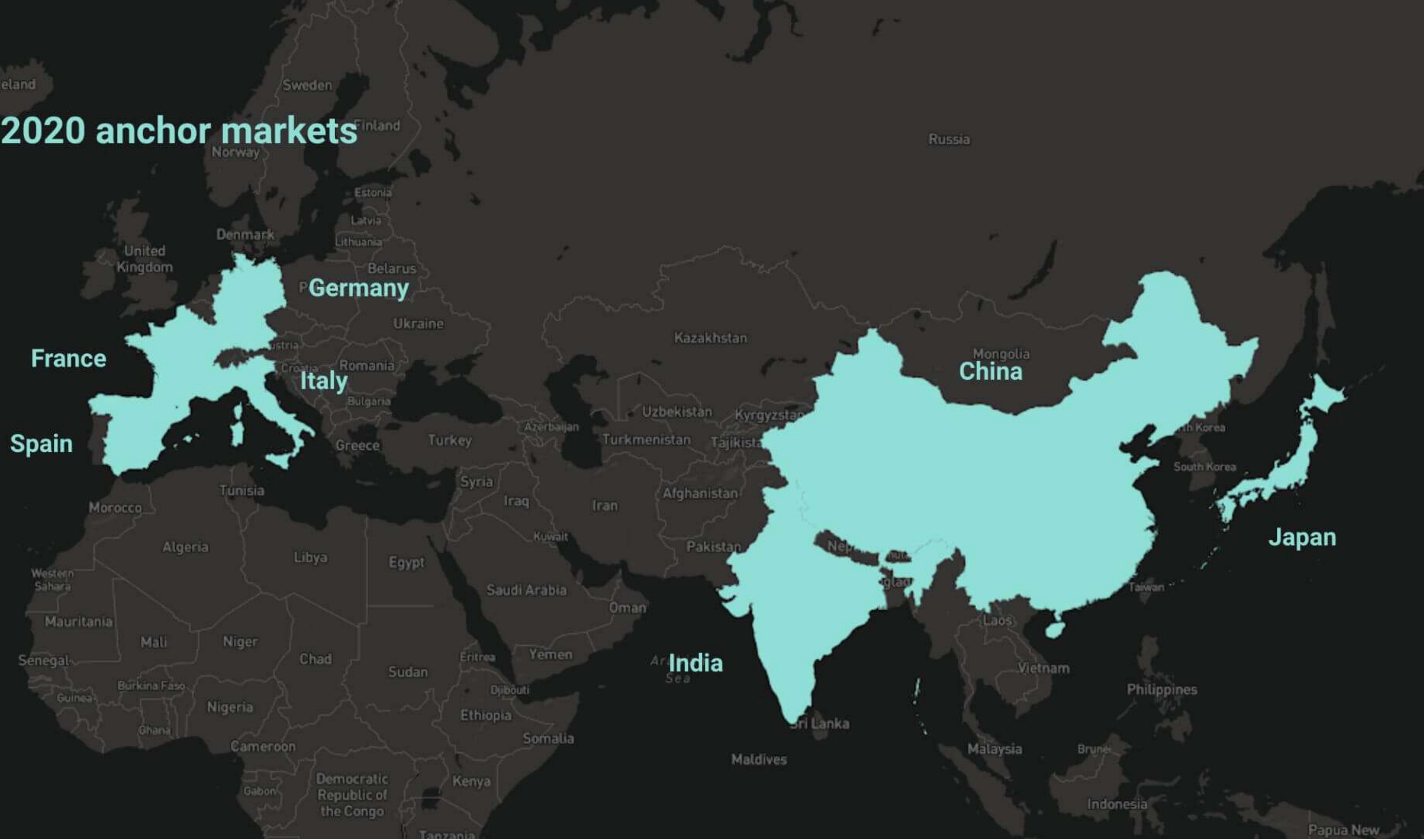
*–Someone from Growth...*

1.00





## 2020 anchor markets





# 2020 expansion markets

## Europe

Netherlands, Switzerland, Austria, Sweden, Norway, Denmark, Belgium, Portugal, Turkey, Finland, Russia, Romania

## MEA

South Africa, Israel, UAE, Morocco

## LATAM

Brazil, Mexico, Colombia, Chile

## ASIA

Singapore, Vietnam, Thailand, Malaysia, Indonesia, Philippines, Hong Kong, Taiwan, South Korea



# Domain? Locale? Language?

Language: A system of communication used by a particular country or community

Script: A visual representation of verbal speech

Domain: An easy-to-remember address used to access websites

Locale: A set of language- or country-based preferences for a user interface

# **Shopify.com has 6 CJK domains, which comprise of 3 languages and 4 writing scripts**

- [2017-Apr] Japan (/jp, formerly known as [www.shopify.jp](http://www.shopify.jp))
- [2020-Mar] Taiwan (/tw, formerly known as [www.shopify.tw](http://www.shopify.tw))
- [2020-May] Korea (/kr, formerly known as [www.shopify.co.kr](http://www.shopify.co.kr))
- [2020-Sep] Chinese Intl (/zh, formerly known as [zh.shopify.com](http://zh.shopify.com))
- [2020-Sep] Hong Kong (/hk, formerly known as [www.shopify.hk](http://www.shopify.hk))
- [2021-Jan] China (still and will probably always be [www.shopify.cn](http://www.shopify.cn))



# The “Billion” problem

The Chinese numeral system (also used by Japanese and Korean) has specific words for large numbers as per the traditional Chinese grouping of 10,000.

	Simp. Chinese	Trad. Chinese	Japanese	Korean
10	十 (shí)	十	十 (juu)	십 (ship)
100	百 (bǎi)	百	百 (hyaku)	백 (baek)
1000	千 (qiān)	千	千 (sen)	천 (cheon)
10,000	万 (wàn)	万	万 (man)	만 (man)
100,000,000	亿 (yì)	億	億 (ichioku)	억 (eok)
1,000,000,000,000*	兆 (zhào)	兆	兆 (icchou)	조 (jo)

# What translators see

Not this:

Over **1,000,000 businesses** in **175 countries** around the world have made over **\$200 billion USD** in sales using Shopify.

But this:

```
Over %{total_stores} businesses in %{total_countries} countries around the world have  
made over ${total_gmv_billions} billion USD in sales using Shopify
```

# The end result

借助 Shopify，全球 **175 个国家/地区** 有超过**1,700,000 家企业** 创造了逾 **200 0 亿美元** 的销售额。

在全球 **175 個國家/地區**，有超過 **1,700,000 間商家**透過 Shopify 締造了 **200 十億美元**以上的銷售額。

**175개 국가에서 1,700,000개 사업체** 이상이 Shopify를 사용해 **200십억 달러(USD)** 이상의 매출을 올렸습니다.



# The problem

We were literally saying our GMV is 200 ten million dollars, which is kind of a glaring grammatical error.

# But why didn't Japan have this problem? 🤯

世界175か国で1,700,000のビジネスがShopifyを使用し、流通総額は\$2000億米ドルを超えています。

The Japanese team had worked around this issue previously by editing the locale files that reference our total GMV numbers like so:

```
%{total_gmv_billions}0億米ドル
```

Our Japan team spotted this error and made the adjustment of replacing 十 with a 0.

# See solution, steal it

This will be how it looks for each respective language:

```
%{total_gmv_billions}0억 달러(USD)  
%{total_gmv_billions}0 亿美元  
%{total_gmv_billions}0 億美元
```



# Lessons and best practices

- Interpolate with caution
- Do Not Manually Construct Sentences or Manipulate Text in Code
- Let i18n Libraries Handle the Hard Stuff

Lessons From Linguistics: i18n Best Practices for Front-End Developers by Lucas Huang

# Shopify Sans

Shopify Sans was designed by Commercial Type and based on their typeface, Graphik.  
(We actually do not own it outright because of that)



PIXEL  
AMBACHT



wakamaifondue wakamaifondue wakamaifondue

"What can my font do?"

Pick a font  
and find out!

Try with Gimlet or Try Google Fonts

wakamaifondue wakamaifondue wakamaifondue

Open in app



Font Family: Wakamaifondue



*Chinese, Japanese, Korean  
& Vietnamese Computing*

**2nd Edition**  
*Broader Unicode Coverage*



*Information Processing*

**O'REILLY®**

*Ken Lunde*

The Vietnamese alphabets are listed in several non-contiguous Unicode ranges:

- Basic Latin {U+0000..U+007F}
- Latin-1 Supplement {U+0080..U+00FF}
- Latin Extended-A, -B {U+0100..U+024F}
- Latin Extended Additional {U+1E00..U+1EFF}
- Combining Diacritical Marks {U+0300.. U+036F}
- The Vietnamese đồng currency symbol is đ (U+20AB)

Unicode & Vietnamese Legacy Character Encodings

# Missing Vietnamese glyphs (now fixed)

Đồng hành bên bạn trên mọi nẻo hành trình

Một nền tảng có mọi tính năng thương mại điện tử và điểm bán hàng bạn cần để khởi đầu, vận hành và phát triển công việc kinh doanh.

Bán hàng ở mọi nơi

Sử dụng một nền tảng để bán sản phẩm bất cứ đâu, cho bất kỳ đối tượng nào – bán trực tiếp với Điểm bán hàng và bán online qua trang web, mạng xã hội và thị trường trực tuyến.

# The `:lang()` pseudo-class

```
:lang(vi) {  
  font-family: -apple-system, BlinkMacSystemFont, sans-serif;  
}
```



# Korean typographic issues (now fixed)

Default Apple Korean font, Apple SD Gothic Neo, does not support Latin-1 Supplement character set  
e.g. Beyoncé would not render correctly

Francisco Pérez Pellicena  
Shopify 파트너, Code Black Belt, 스페인

Shopify의 파트너가 되는 방법

방법 should not be broken up

이 방법은 파트너가 되는 방법을 설명하는 데 사용됩니다.

# Korean typographic fixes

1.00

**Francisco Pérez Pellicena**

Shopify 파트너, Code Black Belt,  
스페인

## Shopify의 파트너가 되는 방법

Shopify 파트너는 글로벌 기업부터 스타트업, 기업가까지 다양합니다. 수많은 파트너와의 협업을 통해 수백만 개의 상업 비즈니스의 미래를 밝힐 수 있어 기쁩니다.



```
:lang(ko) {  
  font-family: ShopifySans, -apple-system,  
  BlinkMacSystemFont, sans-serif;  
  
  [class*='heading--'] {  
    word-break: keep-all;  
  }  
}
```

# Links

- [Building a Commerce Platform for Everyone](#)
- [Localization Leaders: Meet Shopify's Giulia Greco](#)
- [Shopify typography issues](#)
- [Lessons From Linguistics: i18n Best Practices for Front-End Developers](#)

谢谢

감사합니다

ありがとうございます

Cảm ơn

