

APPAREL AND ACCESSORIES

Tradesy to establish full concierge service after acquiring Fitz

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Tradesy will now give customers access to professional stylists. Image credit: Tradesy

By STAFF REPORTS

Women's fashion resale marketplace Tradesy has acquired Fitz, an in-home service that helps consumers organize their closets and meet with personal stylists.

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With this acquisition, Tradesy is creating a concierge service that will give consumers the option to have fashion experts come and help them create and organize a luxury wardrobe. The new service will be powered by the technology acquired from Fitz.

"The team at Fitz built an experience that absolutely thrills customers - women just fall in love with having a perfectly-organized closet, and form amazing relationships with their stylists," said Tracy DiNunzio, founder and CEO of **Tradesy**, in a statement.

"We've combined this top-tier experience with a new Tradesy consignment service that makes selling even easier," she said. "It's everything busy, stylish women need to fully manage their modern wardrobe."

Concierge service

Tradesy allows consumers to sell or buy pre-owned pieces from designer brands including Christian Louboutin, Louis Vuitton and Gucci. Now the secondhand platform is expanding with a new service called the Tradesy Closet Concierge.

With this service, customers can meet with Tradesy's team of expert stylists who will consult on the creation and styling of a luxury wardrobe.

The stylists come from design houses, design schools and more. These consultants will also help in the process of reselling older wardrobe pieces on Tradesy's online marketplace.



Fashion is by far the biggest segment in the reselling industry. Image credit: Fung Global

In addition to offering more value to customers, Tradesy says that the concierge service is also motivated by its desire to create a more sustainable fashion ecosystem. Rather than customers buying new clothes and throwing away old ones after only a few years, Tradesy hopes to encourage customers to resell their old garments to get the most value out of them and avoid adding to landfills.

The fashion market category that relies on consigning high-end apparel and accessories is witnessing a period of enormous growth, outpacing the full-price segment of its industry by 20 percent, according to a report from Fung Global Retail & Technology.

The entire resale industry is expected to grow from \$18 billion in 2016 to \$33 billion by 2021. This data comes from retail think tank Fung Global Retail & Technology, which released the "Fashion Re-Commerce Update" report to dig into exactly how and why this sector has been taking off ([see story](#)).

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