

RETAIL

## Farfetch, ThredUp launch donation service in US

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*Following the success of its donation program in the U.K., Farfetch is partnering with ThredUp in bringing the service to the U.S. Image courtesy of Farfetch*

By LUXURY DAILY NEWS SERVICE

Online retailer **Farfetch** is partnering with resale platform **ThredUp** in launching its donation service in the United States.

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The announcement follows Farfetch's successful launch of its donation service in the United Kingdom in 2019. Consumers in the U.S. can now donate clothes they no longer wear to earn Farfetch credits and raise money for charity.

"We're excited to work with ThredUp to offer US consumers an easy and sustainable way to refresh their wardrobes," said Thomas Berry, director of sustainable business at Farfetch, in a statement. "Farfetch Donate is an innovative service, elevating the traditional donation experience by making it both easy and rewarding for customers, delivering a positive impact by extending the life of good quality pieces, and supporting multiple charities along the way.

"ThredUp is helping us do this in a seamless and scalable way," he said.

How to donate

Farfetch is now offering Farfetch Donation-branded "Clean Out Kits" to their customers online. After obtaining a kit, consumers may fill them with apparel, shoes and accessories and ship them to ThredUp or have them collected at their homes, free of charge.

When a donated item then sells on ThredUp, sellers donate at least 50 percent of the sale to their choice of a group of selected charities, and receive any remaining payout as a Farfetch shopping credit.



*Consumers can fill their "clean out kits" with apparel, shoes and accessories. Image courtesy of Farfetch*

Farfetch is ThredUp's first resale-as-a-service (RaaS) partner, leveraging its new white label offering and creating a fully customized resale experience tailored to the Farfetch brand and audience.

"Resale is an inevitable part of fashion's evolution and is the next emerging channel for apparel retailers," said James Reinhart, cofounder and CEO at ThredUp, in a statement. "Farfetch is one of the most innovative, forward-thinking companies in the luxury fashion industry, and we're honored to power and scale their donation program and help create a more sustainable future for fashion."

The latest service falls under Farfetch Donate, an integral part of the platform's sustainability model. The platform continues to make prominent strides in promoting circular fashion.

Throughout the month of June, content on farfetch.com has highlighted the platform's selection of sustainable pieces, pre-owned styles and circular services. Created in partnership with Vogue creative directors and creative agency Convoy, the campaign took a fashion-first approach, featuring a suite of films and imagery that play on the classic infomercial advertisement format ([see story](#)).

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