

APPAREL AND ACCESSORIES

ThredUp promotes female C-Suite leadership with new CMO

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A scene from thredUP's "Thrift Loudly!" video. Image credit: thredUp

By AMIAH TAYLOR

Online resale platform thredUP has announced on August 4, that Noelle Sadler has joined the company as its chief marketing officer.

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Ms. Sadler joins thredUP from online fashion retailer Lulus, where she previously served as CMO. In addition to previously holding a marketing leadership role at MAC Cosmetics, Ms. Sadler co-founded Retold Recycling, a subscription-based clothing clean out service.

"thredUP is undeniably changing the way the world shops and I'm eager to further the company's mission," said Noelle Sadler, chief marketing officer for thredUp, in a statement.

"My expertise is deeply rooted in consumer marketing and merchandising, while my passion closely aligns with sustainability and reducing fashion waste," she said. "As a thredUP customer, I'm thrilled to have the opportunity to use my marketing expertise to drive awareness of the mission and enhance the customer experience and build brand loyalty."

Sayonara single-use fashion

Thanks to the recent phenomenon of fast fashion, 92 million tons of textile waste are produced globally. The United States accounts for over 17 percent of that waste, or about 16 million tons of discarded clothing.

In the midst of the textile waste crisis, Oakland, California-based thredUP aims to give clothing a second life and keep garments from landfills. Returning one clothing item back into the circular economy reduces its carbon footprint by 82 percent.

A shopper testimonials video from thredUP

With Ms. Sadler on board as the new chief marketing officer, the company will continue to promote marketing campaigns encouraging younger consumers to embrace secondhand over fast fashion. The company recently partnered with celebrity stylist Karla Welch to highlight wasteful fashion during festival season and wedding season

and encourage sustainable outfitting.

thredUp is not the only brand promoting environmental consciousness, German fashion group H&M has also recently leaned into resale service ([see story](#)).

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