

RETAIL

# Vinted encourages New Yorkers to sell unworn clothes

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*The company is taking steps to scale in America, launching an effort focused on the fact that one in five New Yorkers is sitting on more than \$500 in unworn clothing. Image credit: Vinted*

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By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Europe's leading secondhand marketplace Vinted is kicking off a major expansion effort.

The company is taking steps to scale in America, launching an effort centered on the fact that one in five New Yorkers is sitting on more than \$500 worth of unworn clothing, even though half say they lack proper closet space. To attract new U.S. users, these findings roll out alongside CGI visuals that illustrate the untapped potential of closets across the city, as Vinted proposes its platform as a solution.

"We're on a mission to make second-hand the first choice, because we know there's huge value in what's sitting at the bottom of closets across the country," said Adam Jay, CEO of [Vinted Marketplace](#), in a statement.

"In Europe, we've spent years helping people make money from their unwanted items, and save money by buying second-hand instead of new," Mr. Jay said. "Now, we want to do the same in the U.S."

"The research shows, there's a real opportunity for Americans to release their wardrobe, and start discovering the benefits of shopping second-hand."

## **On the move**

Founded in 2008, Vinted first entered the U.S. in 2013; this year, it will invest heavily in the American market, bringing messages that highlight the benefits of peer-to-peer selling to New York City first.

Working with market research firm GWI, the Vinted team discovered that 70 percent of the city's population aged 25 to 34 owns unused ready-to-wear with the tags still attached.

For these reasons, Vinted's domestic campaign focuses on the Big Apple: digital imagery and a short film show clothing strung up throughout the city's recognizable skyline, with tops and bottoms bursting out of high-rises and hanging above the masses on power lines and street lights.



[View this post on Instagram](#)

A post shared by Vinted (@vinted)

The business worked with Californian artist Ian Padgham to bring the surreal shots to life, utilizing computer-generated imagery to highlight the concept of unrealized gains buried in the population's closets.

Vinted is available now on the U.S. Apple App Store and Google Play Store.

The platform hopes to increase its overall market share as the resale sector grows, with predictions of an impending overall value boom of up to \$360 billion by the end of the decade ([see story](#)).

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