



Become more sustainable by embracing the circular business model.

Get new customers. Retain old ones.

We provide a white-label trade-in service and exchange garments for shopping credit.

1. We collect pre-loved garments
2. We evaluate
3. We issue a shopping credit instantly
4. Brands get new customers and retain current ones.



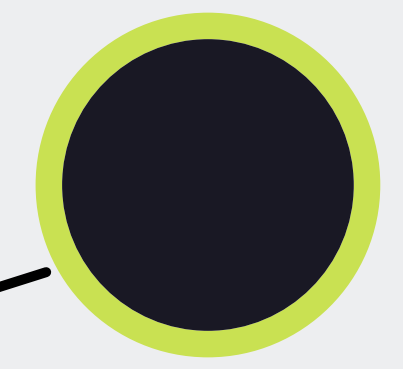
Brand journey.



API integration



Set up of trade-in
webpage on both sides



Acquire new
customers & retain
old ones

Customer journey.



BEWEARCY



12 storeez

BEWEARCY



12 storeez

"We have launched the trade-in last year and it wasn't just an opportunity to jump into the sustainability trend, but we also increased the retention rate by 74%."

12 storeez

"This is definitely a win-win approach!"

- The consumer gets an easy way to declutter a wardrobe and exchange garments
- Where the brand gets new customers and retain old ones
- Clothes get a new life-cycle and the footprint is decreased

Thank you.

Give us a shout in case of any
further questions.

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