

Thrift

CREATING CONVERSATION AROUND SUSTAINABLE FASHION

Consumers are:

Choosing sustainability over fast fashion

To save the planet, money - and to make money



Consumers are:

Making profits from selling their closets online

Channel Examples: Shopify, Ebay & Etsy



Consumers are:

**Creating content
to promote their
style and brand**

Platform for Content: Tik-Tok, IG Live, & Youtube



THR1FT IS ONE NETWORK FOR SECONDHAND FASHION



ENGAGING
CONTENT

Icons
of LOS ANGELES
Feat. Tamia Mathis



COMMUNITY
CONNECTIONS



RE-COMMERCE
APPLICATION

Our Approach:

Use the power of
content to build
our audience
organically

Prior to launching our proof of concept





Engaging **Storytelling**

Creating original content that elevates & empowers sellers from the secondhand community

Example: Icons of Los Angeles



How we'll do it:

Engaging **Edutainment**

Leveraging the combination of education & entertainment to inspire others to shop & sell sustainably

Example: Compostable Mailers



Engaging **Repurposed Content**

Sharing existing content from users & ambassadors to drive head to toe style & expression

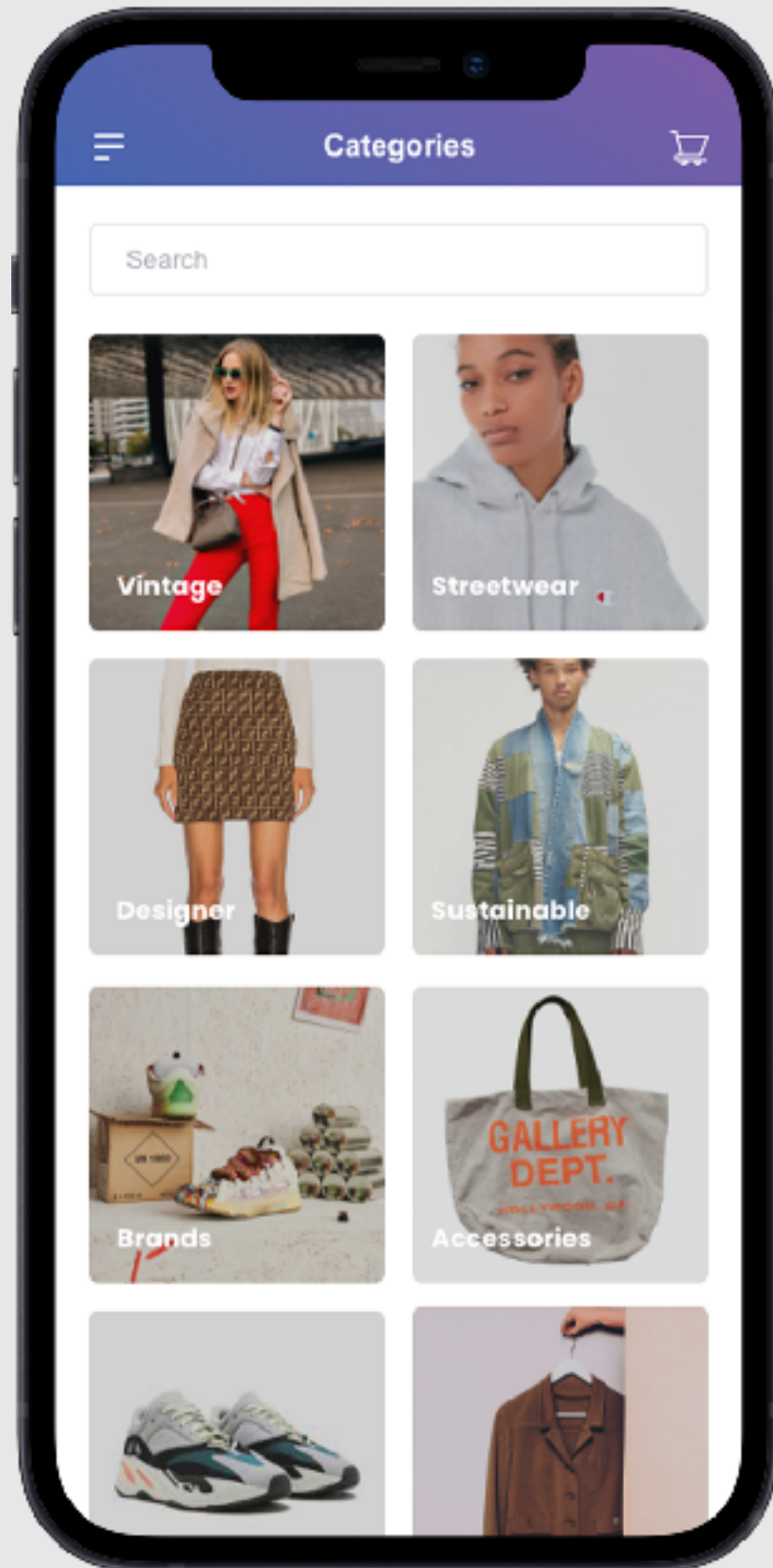
Example: Nicole McLaughlin



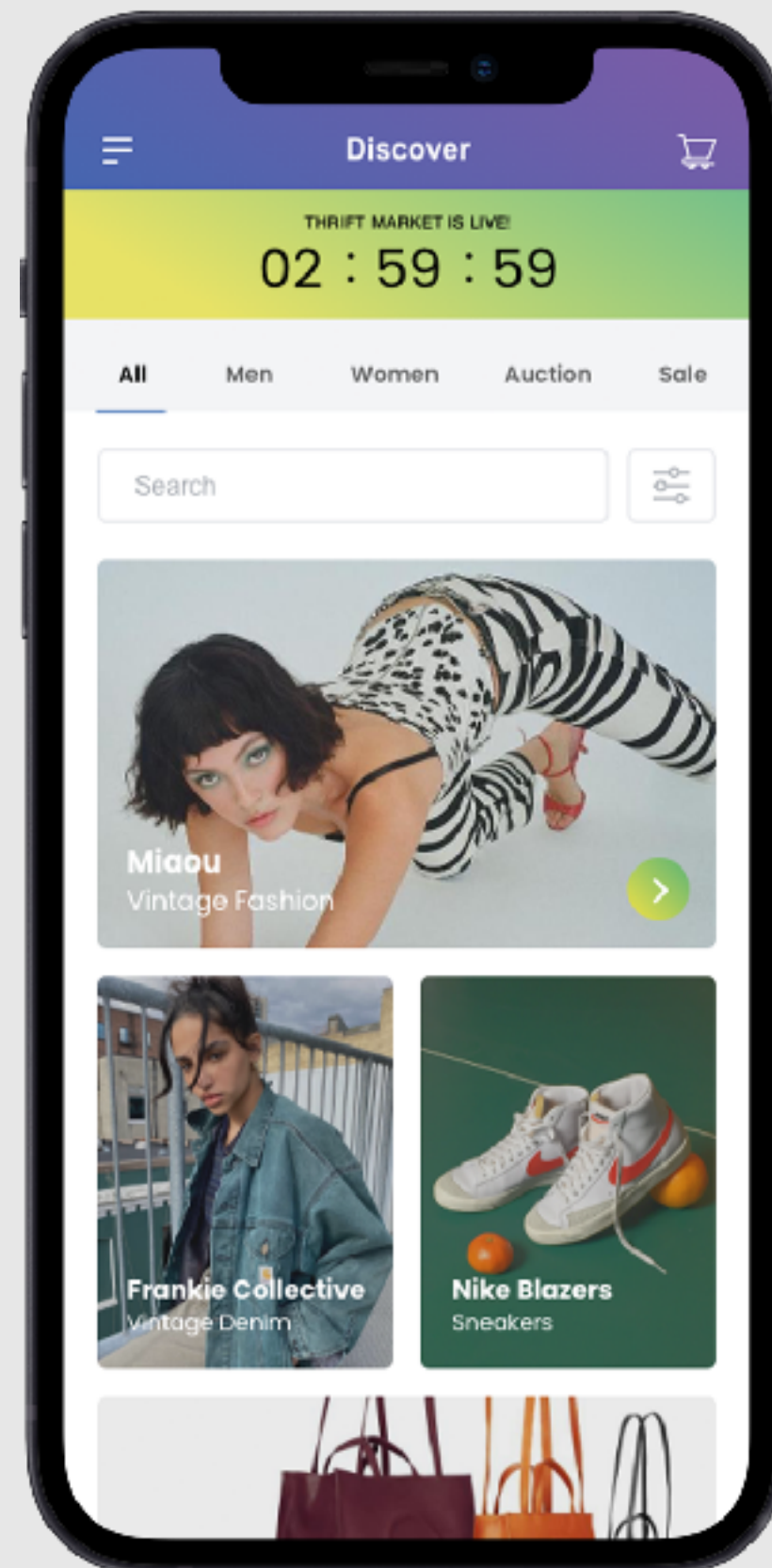
Thrift
MARKET

Proof of Concept

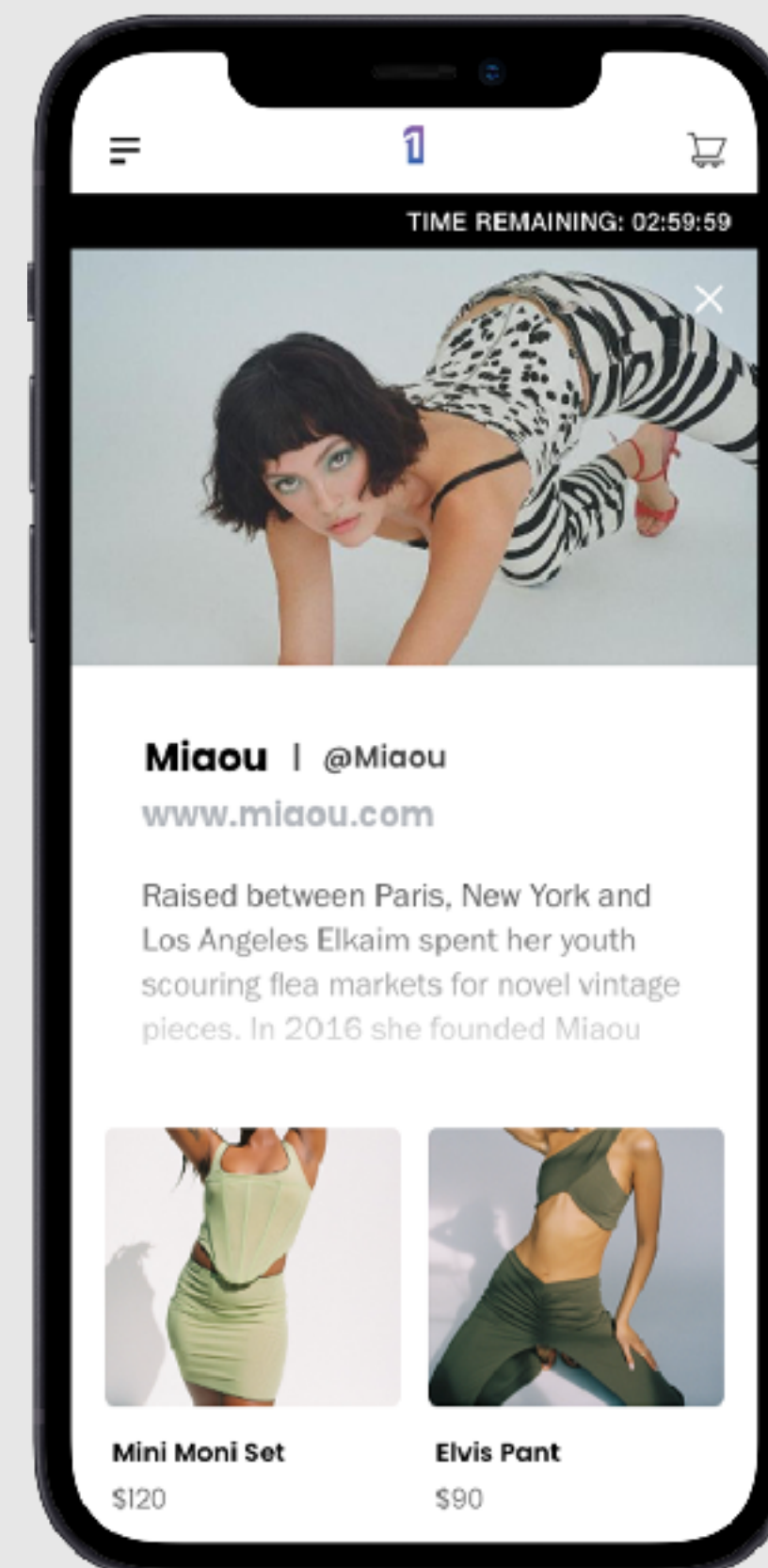
**A DIGITAL POP-UP THAT HAPPENS
ONCE A WEEK AND INTEGRATES COOL
BOUTIQUES AND SELLERS INTO A LIVE
FLEA MARKET EXPERIENCE.**



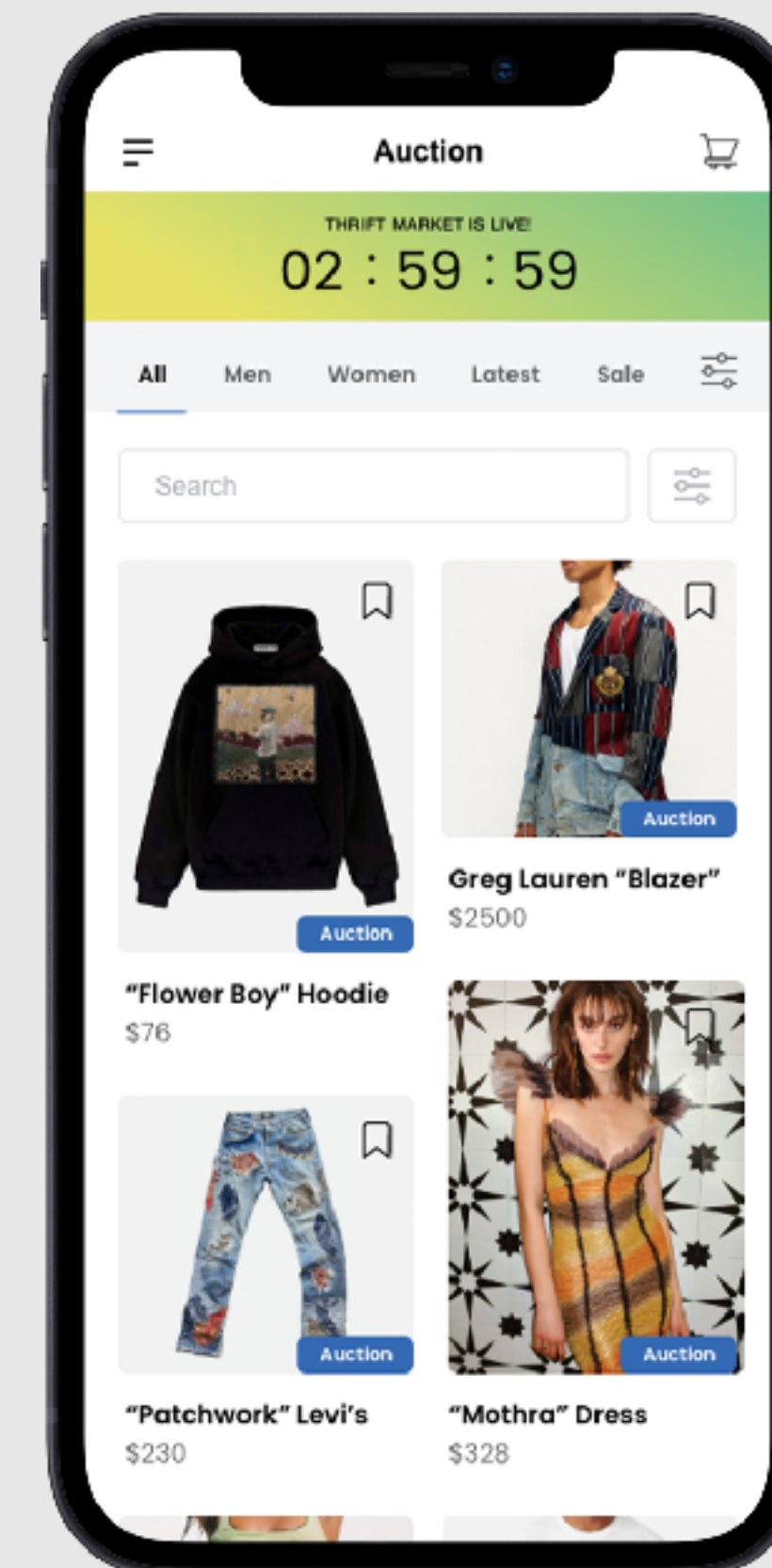
EACH MARKET WILL BE LIVE
FOR 5 HOURS AT A TIME



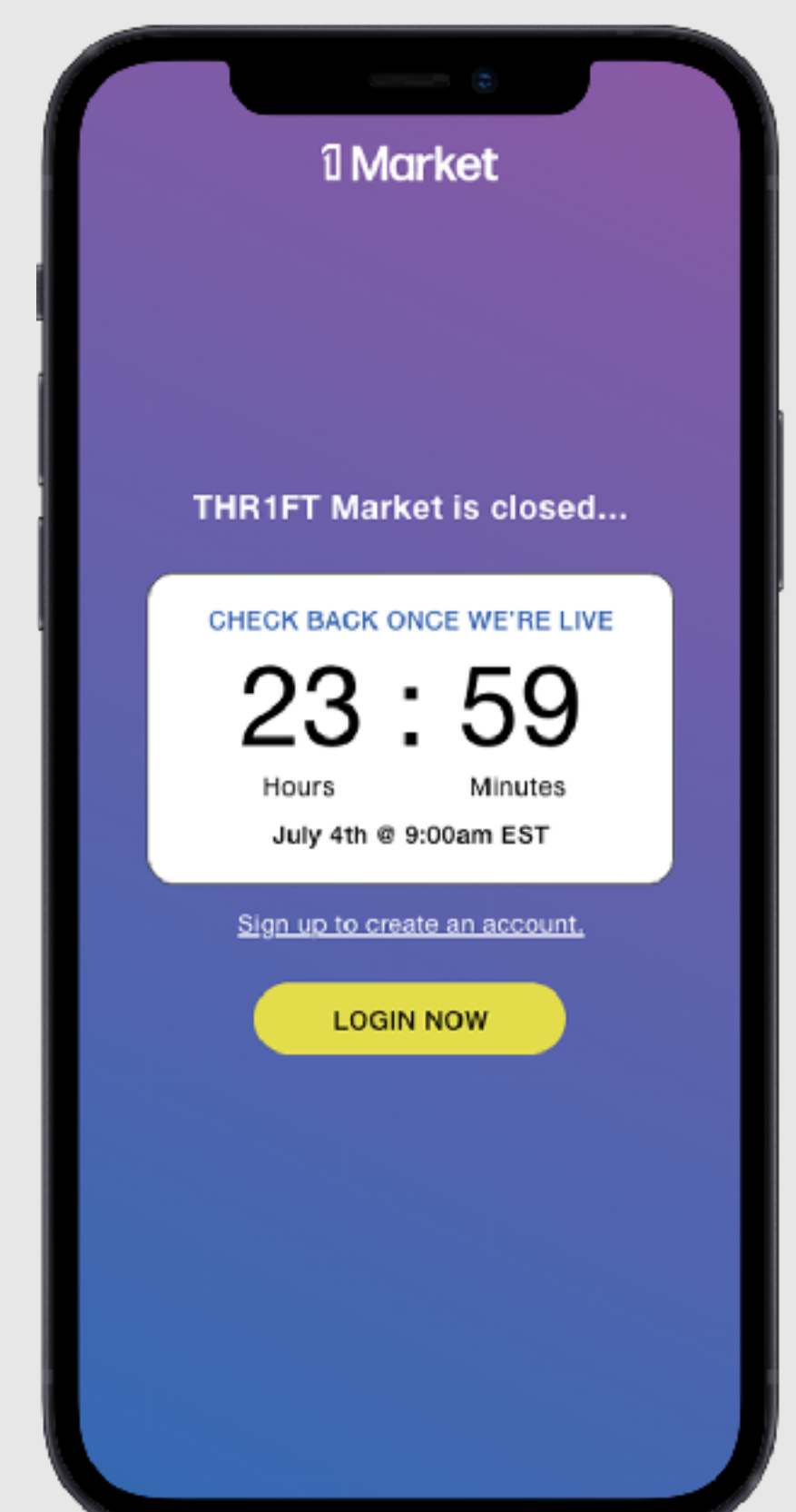
DISCOVER HIGHLIGHTS ALL
SELLERS & ITEMS FOR SALE



SELLERS WILL HAVE A
DEDICATED STOREFRONT



AUCTION HIGHLIGHTS
RARE ITEMS FOR BIDDING



ONCE THE MARKET CLOSSES
WE'LL FACILITATE ALL ORDERS

[CHANGE IMAGES](#)

OUR CORE OFFERING:



**MORE
ENGAGEMENT**



**SIMPLIFIED
SELLING**



**LIFETIME
BENEFITS**

We want to:

Capture cool content to elevate your brand

And we want you to be one of our first sellers

