



Connecting fashion brands with the  
**CIRCULAR ECONOMY** through **RESALE**.



REACH YOUR CUSTOMERS  
WITH A POWERFUL MESSAGE

# WHITE STAMP

Resale as a Service platform connecting brands and consumers in the fight against textile waste.

+ WHAT WE DO

+ HOW IT WORKS

+ SUSTAINABILITY

+ FOR BRANDS

+ FOR CUSTOMERS

HOW?

**85%** of Millennials believe it is very important that companies implement programs to improve the environment.

**50%** of customers have left a brand for a competitor who was able to stay more relevant and better satisfy their needs.

**96%** of the women interviewed would sell used articles more frequently if the process was simpler, quicker and safer.

**8tn** of textile waste is sent to landfill every year.

THE URGENCY  
IS REAL. THE  
OPPORTUNITY  
IS HERE



# SELL 1 BUY 1

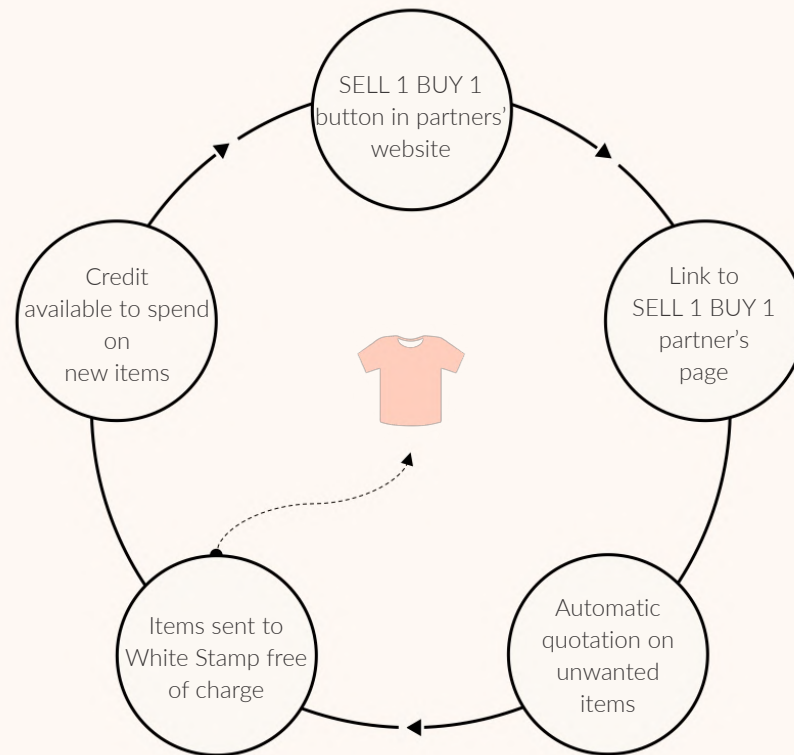
+ WHAT WE DO

+ HOW IT WORKS

+ SUSTAINABILITY

+ FOR BRANDS

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**MARTA RITO**  
**CO-FOUNDER**  
**WHITE STAMP**



The proposition is simple:  
To fight textile waste and extend pre-loved fashion items' lifetime through a circular consumption model – selling used every time we buy new. Consumers can trade in their pre-loved items for discounts with a purpose in their favourite fashion brands.

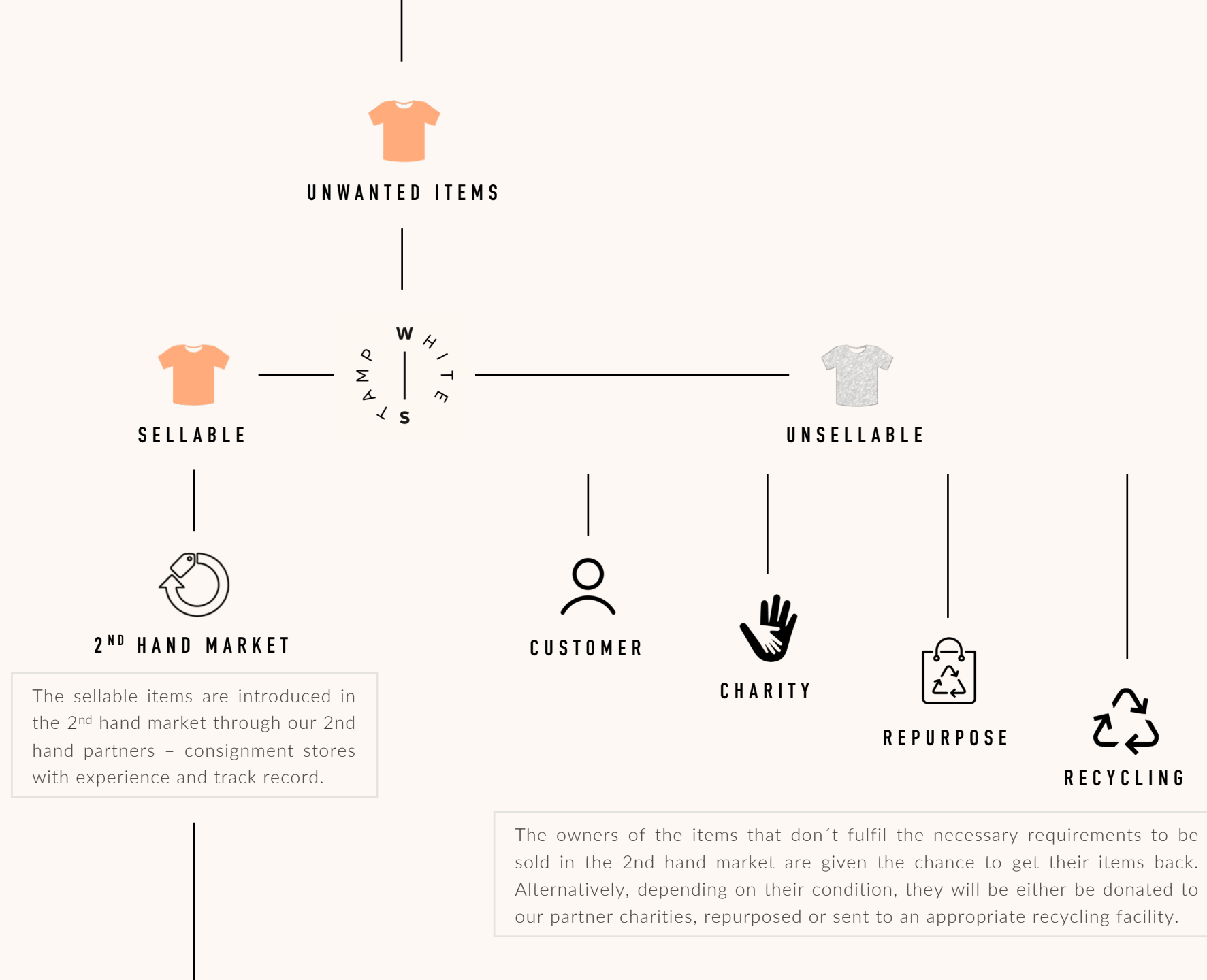
**DEMO**





WAIT,  
WHAT??  
LOVE IT!

- + WHAT WE DO
- + HOW IT WORKS
- + SUSTAINABILITY
- + FOR BRANDS
- + FOR CUSTOMERS



TRENDSETTERS ARE ALREADY DOING IT. THE FUTURE IS CIRCULAR.

FARFETCH

zalando

H&M



patagonia

intimissimi

STELLA McCARTNEY



+ WHAT WE DO

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## CIRCULAR ECONOMY



Circular Economy in the business. Simple. Quick. Safe.  
No need to change/adapt the business model or any daily activities/operations.

## RETENTION



Deeper and longer connections with existing customers, supported by:

- higher **conversion**;
- higher **average order value**;
- increase in **purchase frequency**.

## ACQUISITION



- Customer acquisition improvement, led by:
- Customers using the SELL 1 BUY 1 program as a solution to their unused clothes;
  - Customers who value sustainability and benefit brands who adopt this philosophy.

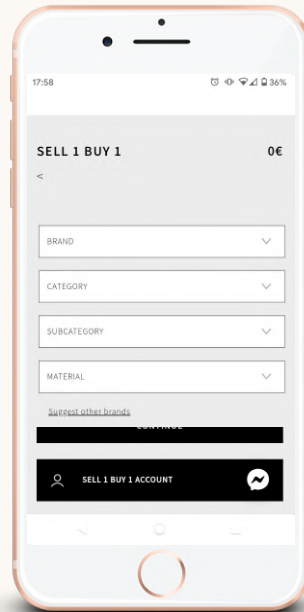
## SELL 1 BUY 1

THE EASIEST WAY OF MONETIZING PRE-LOVED FASHION ITEMS

1.

### FAST DESCRIPTION

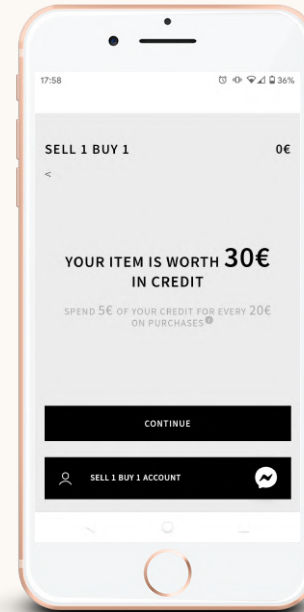
No photos needed.  
Pre-filled description.  
Less than 30 seconds.



2.

### NO FEES

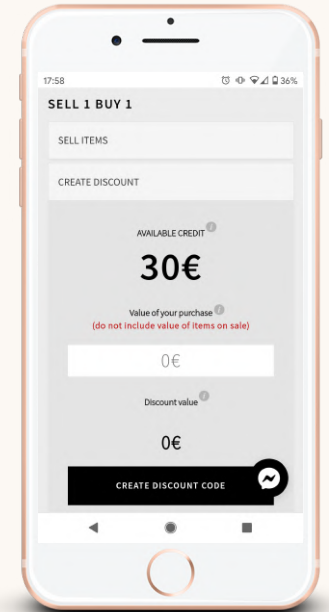
The quote we provide is  
the exact value of credit  
customers will receive.



3.

### INSTANT CREDIT

The credit is available to spend  
in any partner as soon as we  
get the items (next working day).



+ WHAT WE DO  
+ HOW IT WORKS  
+ SUSTAINABILITY  
+ FOR BRANDS  
+ FOR CUSTOMERS

CONTEMPORARY  
CONCEPT



CLASSIC WHERE  
IT MATTERS





TEMPTED?

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