The startup offers clients an easy way to exchange unwanted clothing for "new" second-hand items. | Photo source armadioverde.it

ITALIAN ONLINE RETAILER EXPANDS SECOND-HAND SHOPPING TO MEN

Armadio Verde, a pioneer of the circular economy in Italy, is launching a men's collection in response to growing demand for second-hand clothing.

Spotted: Italian second-hand clothing retailer Armadio Verde is expanding to sell men's clothing. The move, which builds on the site's existing women's and children's collections, underscores its plans to expand in Italy and abroad.

Armadio Verde (Green closet in Italian) aims to promote the circular economy in clothing. It recently launched a men's section in response to the growing demand for used clothing.

The startup, already promoted as the top fashion reseller in Italy, offers clients an easy way to exchange unwanted clothing for “new” second-hand items. Customers register on the site and then send in used clothing. In return, they receive points in an online, digital wallet. Shoppers “spend” points and cash to make purchases.

The system has already proven to be popular in Italy and France, the company says. It started as a platform for swapping children's clothes in Italy in 2015. The company plans to expand to other European countries in the future.

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Takeaway:
Growing consumer interest in second-hand clothing could disrupt the fashion industry, according to a GlobalData report from earlier this year. The used clothing market was worth a reported €21.6 billion in 2018. Industry specialists have predicted that 13 per cent of the clothing purchased by women could be second hand by 2028. In 2018, six per cent of women's closets were used clothing. The expansion of online, second-hand retailers like Armadio Verde underscores the trend.