

create
2 STAY
&
VER de TERRE

create2stay.com
verdeterre.dk



Create2STAY & VER DE TERRE

Create2STAY helps fashion and lifestyle brands enabling resale as a new business model in their own or existing brand universe. Create2STAY combines technology and logistics services, so brands can grow their sustainable agenda and equity while increasing consumer acquisition and margins in resale.



How they work on circular economy

Create2STAY provides a trade-back module which makes it easy for customers to send back items. The company then repairs, cleans, and takes photos, enabling a second life. The item is then created and put up for sale on the brands existing e-commerce site in a new category where a customer can buy both new and secondhand items. They enable brands with a new business model to sell and repair more and more secondhand and, continue giving items a new life and then produce lower volumes as a more significant part of the revenue will come from sold secondhand items. Over the past year, VER de TERRE has implemented a number of circular and life-prolonging initiatives, such as care / repair guides and a RE-LOVE store, which facilitates the sale of previously beloved products. They also work with the transformation of virgin materials into recycled alternatives.

