

# Veras



verasvintage.dk  
@verasvintagedk

## Veras

VERAS aims to save clothing from being discarded and minimise the amount of new clothing bought by making it easy for everyone to share, buy different, and use longer. You can swap, sell, buy and upcycle online, in Veras Vintage stores and on Veras Markets.



### How they work on circular economy

Veras is based on a 100% circular business model where customers can swap, buy, sell and upcycle secondhand clothing in their stores, online and on markets. Veras aims to transform the consumption habits from throw-out-buy-new mentality into a circular, sustainable consumption..

All pieces of clothing have been handed in from private wardrobes from #verasdamer. VERAS don't buy any new unused clothing; what's out there already is so awesome so they're just making it easy for everyone to share what they already have. Veras has become this huge shared closet and a space to give you the courage to have fun with your wardrobe without damaging the planet or your private economy.

