International Post Corporation

European second-hand fashion marketplace Vinted enters logistics market

28-06-2022

Vinted Go, marked as a “major milestone” in the company’s history, will be a separate business within the Vinted Group and aims to find ways to reduce the negative impact of parcel delivery on the environment.

Sustainability is at the heart of the Vinted Group’s business model. The company was founded in Lithuania in 2008 to enable Lithuanian women to trade their pre-loved clothes online. In 2019 the firm became the country’s first Unicorn and today is valued at more than €3.5 billion.

Vinted currently has 65 million members across 16 markets in Europe and North America with more than 300 million used items listed on the marketplace. It’s aim remains the same – to make second-hand the first choice worldwide.

Source: CEP-Research