

Boozt

Press Release

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Boozt launches free and seamless option for customers to shop and sell pre-owned fashion and lifestyle products

With the new ReBoozt option, customers are now able to easily sell and buy pre-owned Boozt items by a few clicks and no fees involved. Providing the opportunity to extend the lifetime of fashion and lifestyle items is a natural next step in Boozt's journey to become the leading responsible e-commerce company in the Nordics.

ReBoozt is launched in the Boozt.com app and currently available in Denmark, Sweden and Norway. The option is expected to be available across all Boozt geographies shortly. Close to 1,000 customers have already activated ReBoozt leading to more than 1,200 items available for sale.

CEO Hermann Haraldsson says:

"We wish to offer our more than 2 million loyal customers the opportunity to sell their pre-owned favorites or buy one-of-a-kind pieces from other Boozt customers. Buying and selling pre-owned items means preventing them from ending up in the waste stream while they are still usable. At Boozt we continue to improve and develop new features for customers to make better and more sustainable choices."

ReBoozt provides a unique opportunity to discover second hand collections at great prices or the chance to make space for new adventures. With a few clicks in the Boozt.com app the account is ready to easily browse through historical purchases and choose which to sell. Once the item is sold the seller can buy and print shipping labels directly from the app, if needed.

CTO Jesper Brøndum says:

"There is a growing trend in shopping pre-owned fashion and lifestyle products online, but often the initiatives out there are fairly complicated to use, include fees and can be risky regarding fraud or product quality. As a digital born company it was a straightforward decision for us to use our technology and reuse our product data to create what we think is the best second hand shopping app for our customers."

ReBoozt is the latest initiative to support Boozt's Care-For strategy with the ambition to become the leading responsible e-commerce company in the Nordics by 2025. Promoting more sustainable consumption by use of the Boozt technology platform ultimately makes sustainable choices more convenient.

Read more about our goals and commitments for our Care-For strategy, including how to deliver industry leading low CO2 emission distribution per order with 100% recycled and recyclable packaging and 100% renewable energy across all our operations at www.booztgroup.com/responsibility-at-boozt.

For additional information, please contact:

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About Us

Boozt is a leading, fast-growing and profitable Nordic technology company selling fashion online. The Group generated net sales amounting to SEK 4.4 billion in 2020. Boozt offers its customers a curated and contemporary selection of fashion brands, relevant to a variety of lifestyles, mainly through its multi-brand webstore [Boozt.com](https://www.Boozt.com). The company is focused on using cutting-edge, in-house developed technology to curate the best possible customer experience. Besides [Boozt.com](https://www.Boozt.com), the company also runs the webstore Booztlet.com. For more information, please visit [booztgroup.com](https://www.booztgroup.com)

Image Attachments

[RebooztBanner](#)