

Yaytrade

Ytrade Group AB (publ) signs an agreement with Selected Brands Nordic AB

Ytrade Group AB (publ) (“Yaytrade” or “the company”) has on May 18th entered into an agreement with Selected Brands Nordic AB (“Selected Brands”) for the sale of overstock and samples from their Karl Lagerfeld and Lacoste brands. The agreement covers 2021 and is expected to include 2 200 articles as a start.

Selected Brands is one of the leading fashion houses for premium clothing and footwear in the Nordic and Baltic counties. Selected Brands is distributor for Lacoste, UGG, Karl Lagerfeld, Napapijri, The Kooples, National Geographic, Hush Puppies, Lacoste and Levis. The company, with its retail and digital sales and distribution channels, has chosen to enter an agreement with Yaytrade to test their dropshipping solution.

“When Yaytrade offered us a complete solution that gives us the possibility to host our yearly sample sales despite the ongoing pandemic- as well as selling our overstocks, it felt obvious to choose them as our new partner. We see Yaytrade as the new and modern alternative for selling samples and overstocks”, says Anders Börve, CEO Selected Brands AB

“Selected Brands is one of the leading distributors of premium clothing and footwear. This deal is a result of an extensive discussion regarding our dropshipping solution – which we will now roll out as part of our international expansion. It is an honor to have Selected Brands as our first customer in this arrangement, demonstrating the strength of Yaytrade as a company and a brand. The partnership shows what problem Yaytrade solves with our marketplace and innovative solution where we approach a billion dollar market”, says David Knape, CEO of Ytrade Group AB (publ).

Selected Brands overstock and sample sale is expected to release on June 14th on Yaytrade’s platform, initially expecting to consist of 2 200 items.

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About Yaytrade

Ytrade Group AB (publ) is a Swedish fashion-tech company which operates the Yaytrade marketplace. The company was formed in Sweden and registered with The Swedish Companies Registration Office in 2015. The first version of Yaytrade’s marketing platform was launched to the public at the end of 2017.

At Yaytrade, individuals can shop for premium fashion and lifestyle products directly from brands selling off their outgoing stock, samples, and returns via “digital pop-up shops”. The company also sells premium second-hand from private individuals and influencers. Community users can create their own e-store and populate it with items from collected via Yaytrade pick-up service as well as post self-created ads. Yaytrade appeals to a chic urban demographic with a striking design which took home a silver medal Swedish Design Prize in 2020 in the e-commerce category. The company’s market platform is a proprietary high-tech e-commerce platform where premium fashion meets the circular economy, contributing to more sustainable consumer behaviour which further drives environmentally sound fashion consumption.

The company’s Certified Adviser is Eminova Fondkommission AB, phone: +46 (0)8-684 211 10, e-mail: adviser@eminova.se

For more information, see Yaytrade’s website www.yaytrade.com