

Yaytrade

Yaytrade signs agreement with Stylein AB

Ytrade Group AB (publ) ("Yaytrade" or "the Company") has today entered into an agreement with Stylein AB ("Stylein") for the sale of samples during 2021.

Stylein is a well-established premium brand, known for its quality, fit and timeless design that lives over the seasons. Stylein enters into a partnership with Yaytrade for the sale of samples through Yaytrade's marketplace and digital pop-up solution.

"We see Yaytrade as a modern and innovative company that helps our designs to live longer. Fast, smooth, circular, and effective! We look forward to our partnership!", says Elin Alemdar, CEO of Stylein AB

"Stylein is an impressive company and brand in every aspect. We are happy that they have chosen Yaytrade as a partner for the sale of their samples and look forward to future sales". says David Knape, CEO of Ytrade Group AB (publ). Stylein's first sale is expected to be released on Yaytrade on June 9.

For further information, please contact:

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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