

Yaytrade

Yaytrade signs agreements with fashion brands Schnayderman's and Jeanerica

Ytrade Group AB (publ) ("Yaytrade" or the "Company") has entered into separate agreements with fashion brands Schnayderman's and Jeanerica in September. The agreements cover new sales of samples and overstock.

Schnayderman's and Jeanerica are both premium brands from Sweden with a distinct focus on designing durable and timeless high-quality garments.

The brands are sold at most AAA stores around the world. Both partnerships are expected to continue to open doors for Yaytrade's future internationalization and clearly demonstrate that Yaytrade will be able to attract even the most discerning premium customers in the future.

"For us, it is extremely important to take care of every garment produced. Our industry faces major challenges in terms of leftover stock, so we are very much looking forward to pursuing this collaboration with Yaytrade. Too much of what is produced today ends up discarded, and with the quality we offer, it feels correct to find new partnerships to reach more customers," says Simon Edström, CEO, Schnayderman's

"For us at Jeanerica, Yaytrade is a modern and innovative company that helps our products live a longer life, which goes hand in hand with our values: Fast, smooth, adaptable, and efficient! We look forward to this collaboration!", Suhrah Lachin, CEO, Jeanerica

"Prestigious brands like Schnayderman's and Jeanerica are another testament to Yaytrade's pointed business model, which is both timely and clearly empowering from a sustainability standpoint. I am extremely confident that our model is highly appreciated and the demand for our service and platform in sample sales, overstock, and returns is growing strongly", says Robert Wilson, Global Sales Director, Ytrade Group AB (publ)

The first sales are expected to take place in November this year.

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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