

Yaytrade

Yaytrade recruits Gustaf Törling as Chief Brand Officer in order to strengthen the brand and develop the customer offering

Ytrade Group AB (publ) ("Yavtrade" or the "Company") has recruited Gustaf Törling as its new Chief Brand Officer. The recruitment is strategically important for Yavtrade as it works towards strengthening its brand, developing the design and experience of the platform, and packaging the Company's consumer solution – where Yavtrade is developing a completely separate tech-related project within the circular economy in parallel with its current business model. Yavtrade also sees an opportunity to use Gustaf's skills to strengthen the brands of companies that may be acquired in the future, in accordance with Yaytrade's stated acquisition strategy.

Gustaf has one of the most exciting backgrounds as a Swede in the global fashion and beauty world. He has worked for many years as Executive Creative Director in New York, Milan, London, Zurich, and Los Angeles. Gustaf has previously held positions such as VP of Global Creative at Estée Lauder, SVP Executive Creative Director at Laird & Partners, Llovd + Co and Selekt where he worked for prestigious brands such as Gucci, Tom Ford, Jil Sander, Levi's, Donna Karan, and many more. He is a driven and entrepreneurial creative with a modern and strategic approach to branding and will offer a 360° perspective on Yaytrade's future journey.

Yaytrade has had a very eventful 2021, driven in part by a sharp increase in sales and expanded partnerships. In just under a year, the company has secured and extended sales agreements for outgoing stock and samples with over 25 fashion brands. Yaytrade has also made several strategic hires and attracted new investors to the Company, enabling Yaytrade to begin executing its declared 2022 strategy of taking a first step towards a leadership position among circular platforms and as a sustainable Fashion Tech/eCom group. The recruitment of Gustaf is a further step in this direction.

"I am incredibly excited about the opportunity to build a global Fashion Tech/eCom group focused on circularity and sustainability with the team at Yavtrade. In my eyes, the Company offers something which is not only necessary for the planet but can also be the most modern, creative, and exciting way to shop and it will be tremendously exciting to convey that globally", says Gustaf Törling, incoming Chief Brand Officer, Ytrade Group AB (publ).

"We are very proud to welcome Gustaf to our team. The fact that we are able to attract someone with Gustaf's impressive background in the international fashion industry speaks to Yaytrade's exciting business model and future prospects, including as an upcoming Fashion Tech/eCom group. We have had a year of full focus on growth and strengthening and restructuring the team to start scaling up the business going forward. 2022 will be a very exciting and eventful year for us", says David Knape, CEO Ytrade Group AB (publ).

Gustaf Törling starts his employment in January 2022.

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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

Important information

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