

The People **FIXING** Our **FUTURE**

Case studies of **INNOVATION, DETERMINATION** and **ENVIRONMENTAL STEWARDSHIP**

made by **YOU** for

VINTED

As part of our **MADE BY YOU** series
Written and researched by **Tenzin, Aged 14**

Online 2nd hand Marketplace
Tackling fast fashion

The **PROBLEM**

In the past thirty years, the fashion industry has moved from seasonal collections to quick “micro-trends” shaped by platforms like TikTok and Instagram. This shift has led to fast fashion, where lots of cheap, low-quality clothes are made for short-term trends instead of lasting use.

Because of this, many people—especially younger generations—feel pressure to keep up, so they often buy and throw away more clothes than they really need. In addition, fast fashion brands make clothes as quickly and cheaply as possible, which often means workers are paid very little and work in poor conditions.

35 unwanted garments are thrown away Per person **EACH YEAR**

In the UK, approximately 300,000 tonnes of clothing waste are sent to landfills each year. These figures show us how important sustainable approaches are and why the current fast fashion model, **“buy, wear, throw away,” is unsustainable and should be replaced.**

The fast fashion industry generates **10%** of global carbon emissions making it one of the most polluting industries in the world

A **LASTING SOLUTION**

In response to these challenges, **SECOND-HAND MARKETPLACES** are offering an alternative to fast fashion. Founded in 2008 in Lithuania, **VINTED** allows users to buy and sell pre-owned clothing directly to each other.

Unlike traditional retailers, Vinted does not manufacture clothing. Instead, it promotes a **CIRCULAR ECONOMY**, where existing products are reused and kept in circulation for longer.

Vinted has recorded up to 30.3 million monthly visits and is the number one **HORIZONTAL MARKETPLACE*** in the UK. They are France’s largest fashion retailer, even surpassing Amazon in clothes sales, behind only Primark and Next. This shows that second-hand fashion is growing in popularity and marketing presence.

How does **VINTED** work?

WHAT IS A...



HORIZONTAL MARKETPLACE?

A horizontal marketplace is a platform that sells lots of different types of products to lots of different people, all in one place.

- 1. CREATE an account (free)**
Users sign up and create a profile.
- 2. UPLOAD items**
Sellers take photos of items for sale, write descriptions, set a price, and list the item.
- 3. BUYER PURCHASES**
The buyer pays through the app. Vinted adds a small buyer protection fee.
- 4. SELLER SHIPS the item**
The seller prints a prepaid shipping label and sends the parcel.
- 5. PAYMENT is released**
Once the buyer confirms everything is okay, the seller receives the money.
- 6. ENJOY your new outfit**
knowing you have saved a piece of clothing from landfill and given it a second chance at life

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The BENEFITS

The growth of second-hand fashion is helping to **RESHAPE THE INDUSTRY** in a positive way. Keeping clothes in use for longer reduces landfill waste and decreases the demand for new production. This helps conserve natural resources, lower carbon emissions, and reduce pollution caused by textile manufacturing and synthetic microfibres.

Resale platforms are usually cheaper, making branded clothing more affordable and accessible, especially for lower-income consumers. Buying second-hand in physical stores also supports local communities, and many shops run by charities like Oxfam and Cancer Research UK use purchases to fund charitable work.

In 2024, Vinted's revenue **INCREASED BY 36%** compared to 2023, becoming France's top clothing retailer and surpassing Amazon and Kiabi

Reasons for HOPE!

The shift to second hand goes beyond the internet. In the UK, over 3,800 shops sell second-hand goods and 37% of people have shopped at a thrift store in the past year. As demand grows, fast fashion brands are adapting; H&M aims to use 100% recycled or sustainably sourced materials by 2030, while Marks & Spencer offers discounts for returning old clothes through its "reskinning" scheme.

The success of Vinted proves that sustainability and business growth can go hand in hand, offering real hope for a more responsible future in fashion.

What can YOU do?

- Buy second-hand clothing through platforms such as Vinted or Depop
- Only choose durable, good-quality clothing
- Repair and upcycle items, e.g., turning old jeans into a bucket hat
- Start shopping at local thrift shops
- Avoid impulse purchases driven by trends (they usually die out after a while!)
- Donate or resell unwanted clothing instead of throwing it away

I AM PROUD TO BE A **POWER OF 10** CHANGEMAKER

Remember YOU are making a difference... Keep it up!
No-one is too small to make a difference!

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