

# Yaytrade

## Yaytrade launches a circular partnership together with the Swedish fashion platform Wynd - Meet the Icons

**Ytrade Group AB (publ) ("Yaytrade") and Wynd introduce: Meet the Icons - a campaign to encourage circular consumption where we will highlight and follow four iconic garments on a circular journey, as represented by 12 influencers.**

The average Swedish consumer buys about 15 kg worth of clothes per year. Of this, at least 8 kg of textiles are wasted and only 3 kg are reused. If the average garment were to be used 3 times longer, its [climate impact would be reduced by 65%](#).

One important way to increase a garment's lifespan is through circular consumption. Each time a garment is passed on to a new owner, its lifecycle is extended. To encourage circular consumption Yaytrade has teamed up with the fashion and lifestyle platform Wynd on Meet the Icons – a campaign where, together with our Sustainable Rebels, we're discussing and following four iconic garments on a circular journey. The Icons are timeless – worn and loved by generations, while always being relevant to current fashion. They are therefore perfect examples of garments that can be resold for generations to come. We're talking about none other than The Blazer, The Jeans, The Shirt, and The Dress.

With the goal of making second-hand garments as iconic and obvious in our wardrobes as these four garments, 12 fashion ambassadors are participating in the campaign under the concept 'Pass It Over'. In response to the otherwise linear fashion industry and fashion weeks around the world, the audience gets invited to sit front row at a circular fashion show. The show takes place on Instagram for 8 days between different profiles and their accounts, like a digital chain letter where four main profiles represent and style the iconic garments. The same iconic garment then gradually moves on in the chain to the next profile where the audience gets to see a new styling - all to encourage circular consumption where the life of a garment is extended with a new owner.

*"Our goal is not just to build a Fashion Tech group, we want to contribute to a more circular consumption, it is important and within our responsibility to communicate, show and encourage this. We see the partnership with the fashion platform Wynd as a strong and fashionable channel to get our sustainability message delivered to a wide audience." says David Knape, CEO of Ytrade Group AB (publ)*

Go to [www.yaytrade.com/editorials](http://www.yaytrade.com/editorials) during the campaign period (April 26 - May 3) to read more about each icon and follow the hashtag #yaytradeicons on Instagram for the latest updates.

**For further information, please contact:**

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*This information has been published through the agency of the contact person above, at the time specified by Ytrade Group AB's (publ) news distributor Cision upon publication of this press release.*

### **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](mailto:adviser@eminova.se)

*For more information, see Yaytrade's website [www.yaytrade.com](http://www.yaytrade.com)*