

barely used

# The Platform.

Influencer closets. Real buyers. One flywheel.



The problem

\$5B market.  
Trust is broken.

## No trust

Buyers can't verify authenticity or condition before purchase

## No channel

Influencers have no premium channel to monetise their wardrobes

## No curation

No platform captures the cultural cachet of streetwear resale

Barely Used

# Three sides. One platform. Everyone wins.

A curated thrift marketplace connecting influencers, buyers, and a QC-backed drop system - so every side gets exactly what they need.



01 Submit your pieces

Influencers send items directly from their personal wardrobes to barely used.

02 We handle everything

Collection, quality checks, sorting, cleaning and pricing - done by Barely Used.

03 Items drop live

Curated pieces are released as limited drops on the platform - exclusive and time-bound.

04 Buyers get access to it

Authenticated, styled pieces arrive with full history - who wore it, when, and how.

For influencers

# Turn your closet into a revenue stream

You've built the audience.  
Now let your wardrobe work for you.

## Effortless monetisation

Ship your pieces and we handle everything else - logistics, payments, fulfilment.

## Brand alignment

Sell through a platform built to match your aesthetic - not a generic marketplace.

## Audience connection

Drops tie directly to your followers' desire for your style - each sale feels personal.

## Revenue share

Earn a meaningful cut on every sale with zero platform friction.

# For buyers

01

## Verified authenticity

Every item is QC-checked before it hits the shop, ensuring the quality.

02

## Barely used items

Buyers get barely used items at thrift prices.

03

## Affordable fashion

Fashion doesn't have to be expensive anymore, get your clothes from influencers wardrobes at good rates.

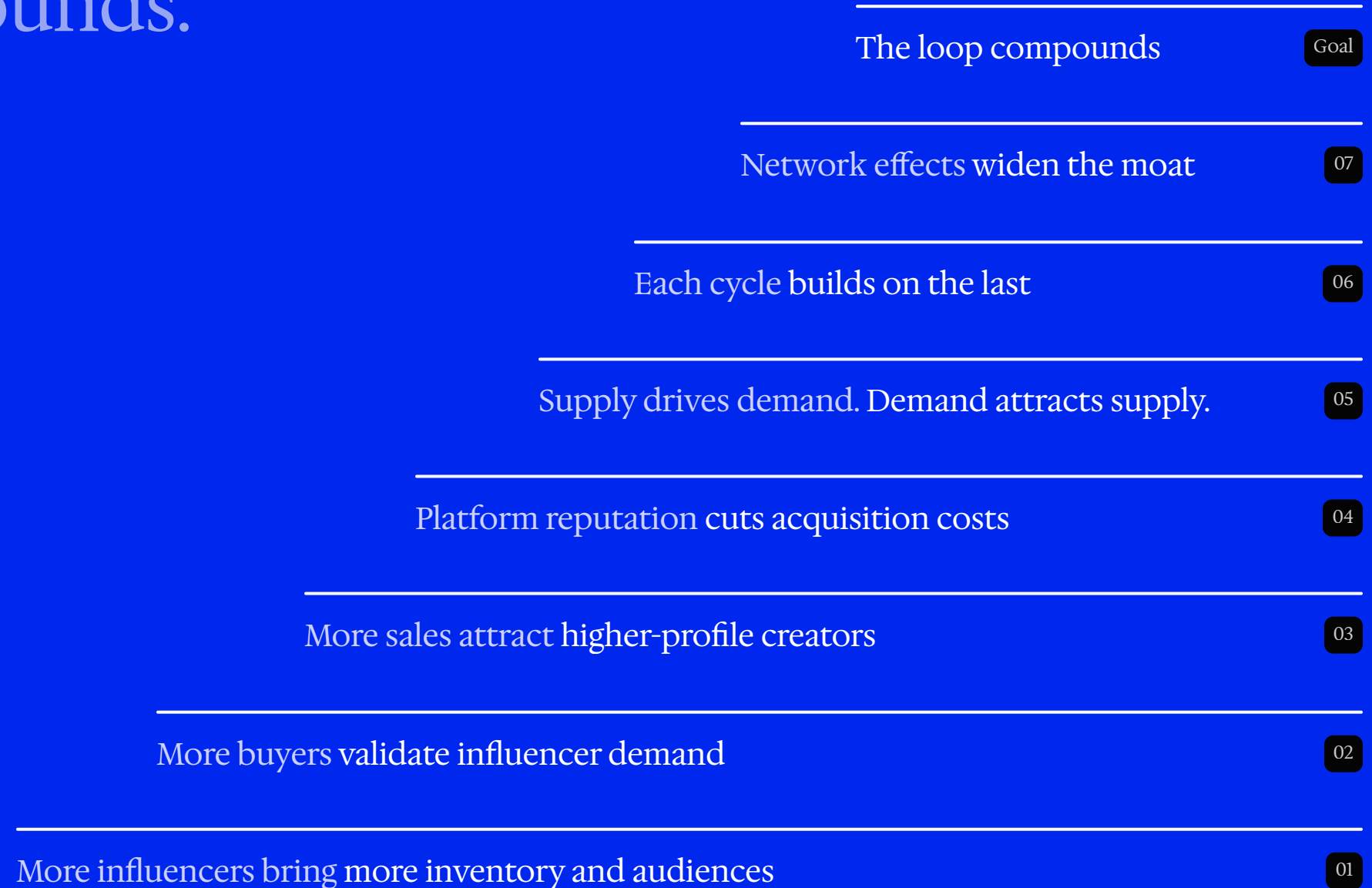
04

## Sustainable

Every time you buy from barely used, you move one step closer to saving the earth from pollution and wastage of resources.

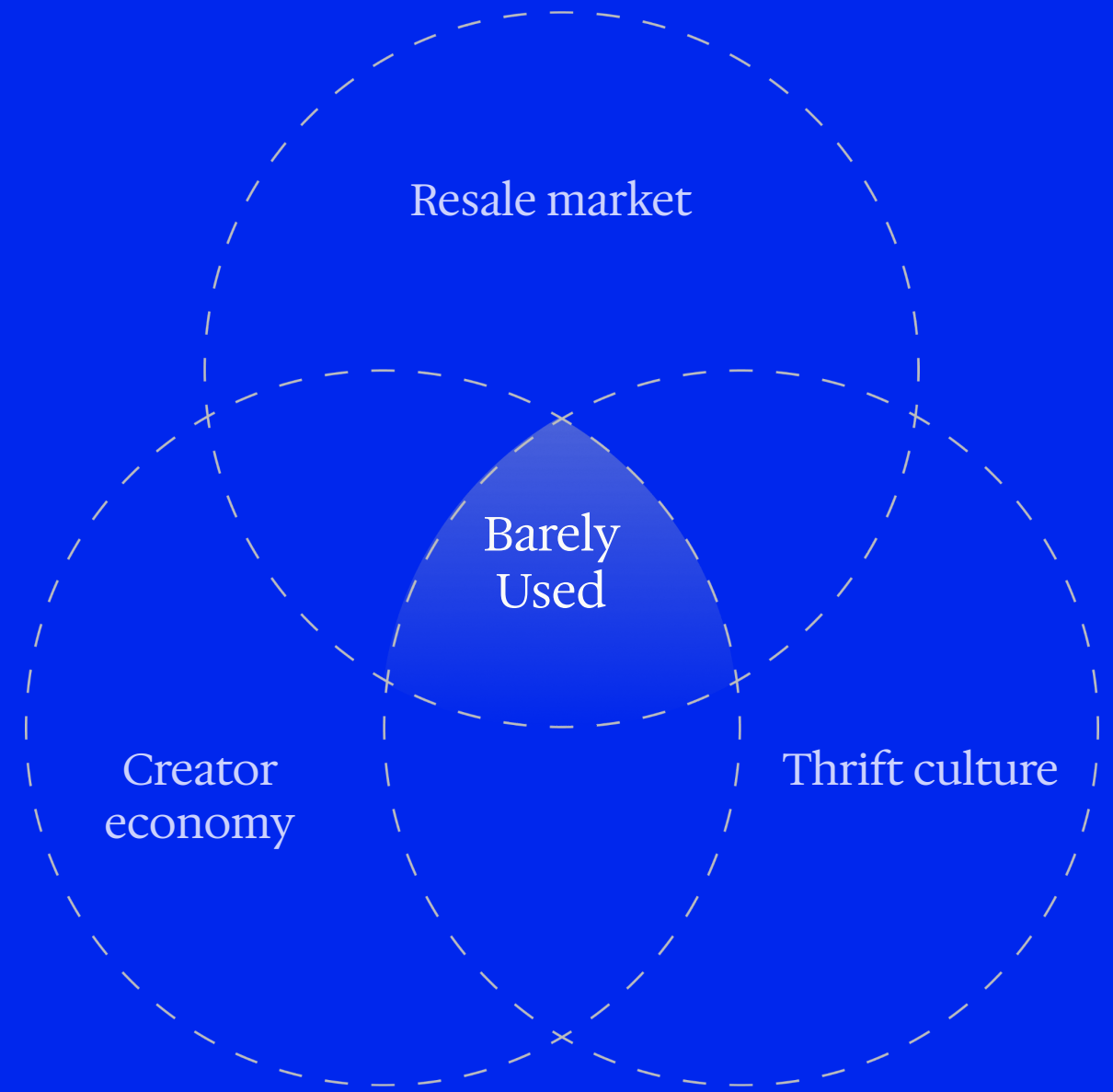
# The flywheel

Commission on every sale -  
and a loop that compounds.



# A market built for exactly this

Global secondhand apparel hits \$197B in 2023, growing to \$350B by 2027. Gen Z is the fastest-growing resale demographic - 40% bought secondhand last year. Influencer commerce is a \$21B industry with no dedicated resale channel. Barely Used sits at the intersection of all three.



# Why we win

Barely Used is the only platform built for influencer-led resale.  
Where others offer a marketplace, we offer a curated cultural experience.

Feature	Barely Used	Depop	StockX	Gen Z fit
Influencer partnerships	✓ Native to the model	✗ Not supported	✗ Not supported	✓ Full
QC + authentication	✓ Every item verified	✗ Peer-to-peer only	✓ Sneakers only	✓ Partial
Curated drop model	✓ Exclusive drops	✗ Open listings	✗ Bid/ask only	✓ Full
Editorial presentation	✓ Brand-quality shoots	✗ User photos only	✗ No editorial layer	✓ Partial

# Early traction

Influencer partners signed at launch,  
with more in the pipeline

12

Buyers waitlisted ahead of the first drop -  
demand is ready

100

Sell-through rate on beta drops - near-  
zero unsold inventory

94%

Average order value - 2.2x the industry  
benchmark. Proof of concept is clear.  
Now we scale the supply.

\$48

# The ask.

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## 1 Influencer partnerships

Expand the network of creators listing drops and grow supply across categories.

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## 2 QC infrastructure

Build the authentication and condition-grading systems that make trust the default, not the exception.

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## 3 Full drop platform launch

Ship the complete buyer experience - drops, alerts, and seamless checkout. Talk to us about joining.