Just launched. A marketplace platform showcasing sustainable independent fashion designers and jewellers.

Thursday 23 June, 2022

A new marketplace platform built not only with sustainability at its core showcasing independent luxury fashion and jewellery brands… but also providing consumers with the tools they need to make conscious and sustainable fashion choices.

- https://www.revstance.com/

Revstance is building an e-commerce ecosystem that enables a conscious and sustainable pre-purchase, purchase and post-purchase cycle for both brands and consumers.

We're going beyond being a conventional marketplace and re-thinking fashion e-commerce from the ground up, creating an ecosystem beneficial for consumers, brands and the environment.

Why does this matter? Contemporary independent brands, particularly those leaning towards or in the luxury market are uniquely and negatively impacted by the current economic climate. Fast fashion dominates large swathes of the consumer market, and those consumers that do buy luxury… in the current economic environment avoid contemporary independent brands for well-known flagship fashion houses.

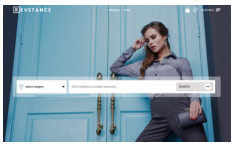
But it gets worse in the e-commerce space for these brands. In addition to the challenges above, most e-commerce experiences these days are transactional, a person only interacts with a brand when they want to buy something or return something. We think there is a better way, a more sustainable way, that not only serves the customer better but also the brand.

Welcome to Revstance. What we're building takes people on a journey, they are more than a customer, they are a member of our platform and community which consists of:

+ Revstance. A marketplace where you can discover and buy products made by amazing independent designers and jewellers. You are not just buying arbitrary products, you're investing in your wardrobe and buying from the future of fashion. You're buying from people that obsess over the details and see the world differently. You get to be part of their journey and literally in some cases step into their shoes.

+ Meet Your Wardrobe (MYW). A platform built by the Revstance team which allows people buying products on Revstance to optimally manage what they've bought. MYW allows users to easily track what they wear, giving them insights into how they use what they buy allowing them to make more conscious and sustainable future purchasing decisions. Plus, if they find they don't wear something enough, in a few clicks they can create their own online store to start selling and renting those items. But it gets better… by renting and re-selling Revstance products, you're actually supporting the independent brands as well, as we share 40% of our commission with them. In the same way a musician earns royalties when their music plays, brands on our platform earn royalties every time their products are rented or sold.

Media:



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Related Keywords:

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