Sustainable Style: A Guide to Pre-Loved Fashion Platforms

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The second-hand fashion scene is booming, with the UK's pre-loved revolution set to grow by 67% by 2026, as more people embrace buying and selling pre-loved items with pocket and planet in mind.

But while demand is rising, there are still barriers to selling when it comes to selling their own second-hand items, often making the process frustrating and time consuming. New Research from Loopi reveals that:

- **40%** of people don't sell because they're too busy, with with many platforms taking too long to upload one item because images, descriptions and tags are required, back-and-forth haggling and last-minute buyer dropouts
- Over a third **(36%),** are confused over which platform to use to sell their second hand goods
- **22%** worry about scams and that the effort vs reward and risk isn't worth it

New platform Loopi is removing some of these barriers as they buy your second hand clothing off you and sell it on themselves. It simplifies the process through eliminating the hassle of uploading images, writing descriptions and back and forth conversations with potential buyers.

More information on the comparisons between platforms below:

Feature	Loopi	Vinted	Depop	Facebook Marketplace
Time to list	Roughly 10 seconds - no photos, descriptions, or pricing needed. Sellers enter the gender, category, and brand of each item and receive an instant offer.	Anywhere from 1 minute, up to 2 days. Whilst some listings can be up in a minute, others can take 1-2 days due to automated checks.	5-10 minutes to upload an item	5 minutes - 1 hour depending on how long the FB checks take once submitted
Time to sell	Immediate. Loopi will make an instant offer for your pre-loved clothing, with payouts being made within 48 hours of the item authentication.	Anywhere from a single day to several months— often never selling at all.	Anywhere from a single day to several months— often never selling at all	Anywhere from a single day to several months— often never selling at all
Photo Upload	No image required	Own image required	Own image required	Own image required
Descriptions	No description required	Description required	Description required	No description required
Pricing & negotiation	No haggling - prices are set by Loopi and you choose to accept or reject their offer before sending them the item	Buyers tend to haggle, including offering under asking price	Buyers tend to haggle, including offering under asking price	Back and forth with buyers and no verification of who you are talking to
Packaging & shipping	Loopi provides a label for you to print and you organise	Vinted provides a label for you to print. You organise your	Depop provides a label for you to print. You organise your	Facebook leaves it up to the seller. You need to research

	your own packaging. You can also sell and send multiple items at once on Loopi, saving multiple trips to the post office.	own packaging	own packaging	and book your own postage and supply the packaging or ask someone to collect in person.
What you can sell	You can't upload just anything to Loopi— they accept items from a curated list of over 500 brands, designer and non-designer.	Sellers can upload and attempt to sell any brand in their wardrobe.	Sellers can upload and attempt to sell any brand in their wardrobe.	Sellers can upload and attempt to sell any brand in their wardrobe.
Money / sale potential	You'll likely get a lower price for your items - their prices are based on market demand and the convenience they offer. Average price of a non- designer item £6. (Example brands include Nike and Levis) Average price of a designer item £19. (Example brands include Ralph Lauren and Zimmerman)	With the ability to set your own prices, you have the potential to earn more for your items - though sales aren't guaranteed. Average price of an item £5 - £10	With the ability to set your own prices, you have the potential to earn more for your items - though sales aren't guaranteed. Average price of an item £10 to £20.	With the ability to set your own prices, you have the potential to earn more for your items - though sales aren't guaranteed. Average price of an item £10 to £20.
Scam risk	You sell directly to Loopi and receive your money, before they sell on to other buyers via their website so there is no risk of being scammed and the Trust Pilot rating is 4.6	Buyer protection is in place, but scammers still find ways to slip through the cracks, with sellers often reporting that buyers have accused them of sending incorrect items and requesting refunds Trust pilot rating: 3.3	Buyer protection is in place, but sellers have reported instances of charge back from buyers that left them out of pocket Trust pilot rating: 1.5	Fake accounts are common and cash transactions carry risk. Trust pilot rating: 1.2
Communication / being ghosted	You get an instant offer for your clothes and a digital postage label so no risk of being ghosted	Often buyers and sellers disappear mid-chat and negotiations	Often buyers and sellers disappear mid-chat and negotiations	In person collections, especially, can be unpredictable, and last-minute dropouts are frequent

Visit www.loopi.com to find out more.

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