

Vinted

First invested: October 2024

Status: Private

What does it do?

Vinted is Europe's largest online marketplace for second-hand fashion. Millions of people use the platform to buy and sell clothes at affordable prices, making it easier to give items a second life.

Transactions are simple: sellers list items for free, buyers pay a small protection fee and shipping cost, and Vinted manages shipping and payments. Women's and children's fashion dominate listings, but the company is gradually expanding into categories like home, entertainment, and higher-value fashion.

Why do we invest?

By making buying and selling second hand easier and cheaper, Vinted has come to dominate the second-hand market and is also taking market share from traditional retailers.

Vinted is obsessed with attracting sellers, understanding that supply drives demand from buyers. As a result, they benefit from a very engaged user base with existing fashion sellers expanding into listing in other categories.

Their edge lies in the quality of user experience, scale and logistics. The app has a layout similar to social media platforms and personalised recommendations. By negotiating cheaper shipping across Europe, Vinted has made second-hand shopping faster and more reliable. This reinforces future growth: lower costs further increase the attractiveness of the Vinted marketplace, bringing in more sellers and buyers.

The company is growing fast in its existing markets, bringing in more customers and expanding into new product categories, further entrenching the benefits of its scale and its position as a go-to marketplace for second-hand items.

Who is key?

Vinted was founded in Lithuania in 2008 and transformed under CEO Thomas Plantenga, who joined in 2016 and led its turnaround. Under his leadership, Vinted has grown into a trusted household brand, with a long-term culture focused on cost discipline and user experience.

Important information and risk factors

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