

THREDUP

ThredUp Appoints Danielle Vermeer as Head of Social Commerce

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Resale marketplace taps fashion tech executive to help further resale innovation

OAKLAND, Calif.--(BUSINESS WIRE)--Nov. 12, 2024-- ThredUp Inc. (NASDAQ: TDUP, LTSE: TDUP), one of the largest online resale platforms for apparel, shoes, and accessories, today announced the appointment of fashion tech executive, Danielle Vermeer, to the newly created role of Head of Social Commerce, effective January 2025. Vermeer will spearhead ThredUp's efforts to make resale more engaging and accessible to a wider audience through innovative shopping experiences.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241112325660/en/>

With more than thirteen years of experience in ecommerce, fashion tech and resale, Vermeer will spearhead ThredUp's efforts to make resale more engaging and accessible to a wider audience through innovative shopping experiences. (Photo: Business Wire)

"We are thrilled to welcome Danielle to the ThredUp team," said ThredUp Co-Founder and CEO James Reinhart. "We are always building and innovating beyond our core business to make thrifting easier and more fun for everyone. Danielle's impressive track record in building engaging resale platforms, coupled with her deep understanding of the secondhand industry, makes her a valuable addition to the team."

Vermeer brings more than thirteen years of experience in ecommerce, fashion tech and resale. She is currently the co-founder and CEO of Teleport, the social commerce app to buy and sell secondhand fashion from a TikTok-like video feed. Teleport combines peer-to-peer resale, AI search and discovery, and social features such as likes, follows and comments, to create a social and personalized thrifting experience.

"I'm excited to join ThredUp, a company that has transformed how people shop and sell secondhand online," said Vermeer. "I share ThredUp's mission in making secondhand the first choice for consumers, and I look forward to contributing to the company's continued pursuit of enhancing the online thrifting experience."

Prior to starting Teleport, Vermeer was a product leader at Amazon, where she led the launch of Amazon Fashion's luxury resale product and business. As part of this transition, Teleport will cease operations in late November 2024 and the app's users new to ThredUp will receive exclusive discounts.

About ThredUp

ThredUp is transforming resale with technology and a mission to inspire the world to think secondhand first. By making it easy to buy and sell secondhand, ThredUp has become one of the world's largest online resale platforms for apparel, shoes and accessories. Sellers love ThredUp because we make it easy to clean out their closets and unlock value for themselves or for the charity of their choice while doing good for the planet. Buyers love shopping value, premium and luxury brands all in one place, at up to 90% off estimated retail price. Our proprietary operating platform is the foundation for our managed marketplace and consists of distributed processing infrastructure, proprietary software and systems and data science expertise. With ThredUp's Resale-as-a-Service, some of the world's leading brands and retailers are leveraging our platform to deliver customizable, scalable resale experiences to their customers. ThredUp has processed over 200 million unique secondhand items from 60,000 brands across 100 categories. By extending the life cycle of clothing, ThredUp is changing the way consumers shop and ushering in a more sustainable future for the fashion industry.

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Source: ThredUp Inc.