



ThredUp Unveils New Brand Identity to Mark Resale's Mainstream Revolution

September 22, 2025

After 16 years, the pioneer of online resale rebrands with a fresh look and AI-powered features to drive the next era of circular fashion.

OAKLAND, Calif.--(BUSINESS WIRE)--Sep. 22, 2025-- ThredUp Inc. (NASDAQ: TDUP, LTSE: TDUP), one of the largest online resale platforms for women's and kids' apparel, shoes, and accessories, today announced a full rebrand, with a redesigned user experience and innovative new product features to strengthen its position as a leader in the now-mainstream secondhand market.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250922867054/en/>



With three out of four consumers now participating in secondhand shopping, ThredUp is embracing its leadership role by

introducing a new, intuitive experience that combines a confident, modern aesthetic with powerful, proprietary AI technology. The rebrand reflects the company's evolution from a small, affordability-focused startup into a leading force in the circular fashion movement.

"Since our founding in 2009, we've worked to transform how people think about and shop for secondhand clothing," said ThredUp Cofounder and CEO James Reinhart. "This new brand identity, along with our enhanced AI features, is the next step in our evolution. It allows us to match our business reality with our customers' expectations and make secondhand shopping and selling more seamless, personalized, and inspiring. We're inviting more consumers to join us in accelerating the adoption of secondhand fashion."

The rebrand includes a refreshed ThredUp look, designed to be cleaner, more balanced, and elevated to match a modern online shopping experience. A key element of this new identity is the new "infinity" emblem, which represents circularity inherent to secondhand. The design forms a "T" drawn like a thread, symbolizing not just the thread of ThredUp, but also the thread that connects us all to this movement.

"We believe a better future for fashion is built on meaningful choices: wearing what you already own, finding joy in the clothes that serve you, and choosing secondhand first," said Kristen Brophy, ThredUp's Senior Vice President of Marketing. "Our new brand identity is a bold step forward in our mission to reimagine how we consume and express ourselves. We want to make the future of fashion feel good for your wallet, your wardrobe, and the world."

The rebrand is a result of ThredUp's strategic investments in AI-driven tools and an enhanced focus on its core U.S. marketplace. The company has seen a significant return to growth, and these new features are designed to capitalize on that momentum, including:

For Buyers:

- **The Daily Edit:** A personalized daily curation of 100 items to shop, refreshed every 24 hours to streamline discovery of your next favorite piece.
- **The Trend Report:** A weekly report surfacing the fastest-growing shoppable trends to keep you ahead of the curve.
- **AI-Powered Discovery:** Advanced search and dynamic shopping modules using AI for personalized recommendations and inspiring new finds.
- **Enhanced Listings:** Improved and more numerous photos with additional angles and zoom-in capabilities, as well as more accurate measurements, to boost confidence in your purchase.

For Sellers:

- **Simplified Clean Out:** Free Clean Out Bags, shopping credit, and doorstep pickup to make selling effortless.
- **Increased Transparency:** Detailed tracking and better payout breakdowns for clear visibility into your earnings.
- **Improved Item Accuracy:** Ability for sellers to flag incorrectly labeled items and see photos of rejected items, ensuring more precise listings.

As ThredUp enters its next chapter, the company remains committed to its mission of inspiring a new generation of consumers to think secondhand first. For more information and to experience the new brand, visit the new thredup.com!

About ThredUp

ThredUp is transforming resale with technology and a mission to inspire the world to think secondhand first, embracing the idea that the past is the future, and the future starts today. 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, all 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 250 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—a future where the future of fashion feels good.

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Source: ThredUp Inc.