



ThredUp Expands Into Live Shopping with Whatnot

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Customers can now shop millions of unique secondhand finds directly from ThredUp's distribution centers, powered by Whatnot



OAKLAND, Calif., Sept. 29, 2026 (GLOBE NEWSWIRE) -- ThredUp (Nasdaq: TDUP, LTSE: TDUP), one of the world's largest online resale platforms, today announced plans to expand into live shopping on Whatnot, the largest live commerce platform in the US, UK, and Europe.

Beginning today, ThredUp will launch [live shows](#) directly from its distribution centers in Atlanta, GA, and Dallas, TX. This represents ThredUp's official foray into live commerce. The live shopping market has reached an estimated \$22 billion across North America and Europe*, with fashion being Whatnot's largest category by order volume. This launch brings ThredUp's millions of unique secondhand fashion SKUs and purpose-built resale infrastructure to Whatnot's community-driven marketplace.

As ThredUp increases live show frequency, it aims to grow into a trusted destination for secondhand fashion on Whatnot. Buyers who shop with ThredUp on Whatnot will have instant access to millions of unique and curated secondhand garments across value, contemporary, and luxury brands directly from ThredUp's distribution centers.

Beyond the Whatnot channel launch, ThredUp is exploring additional ways to empower Whatnot's seller community with its proprietary resale technology. Areas of focus include providing access to ThredUp's inventory directly to Whatnot fashion sellers, equipping them with data-driven curation tools to build selections tailored to their audiences, and using ThredUp's logistics infrastructure to make receiving that inventory seamless.

"Live shopping is one of the most dynamic channels in retail today, and we're excited to expand into this opportunity on Whatnot," said James Reinhart, CEO of ThredUp. "With fashion as one of Whatnot's largest categories, and with a highly engaged community of buyers, we see this as an incredible opportunity to meet the next generation of secondhand shoppers where they are. This launch is also just the beginning of what we can do together as we explore the endless possibilities for how our combined technologies can further support existing Whatnot sellers grow their businesses."

ThredUp's first live show on Whatnot will take place on Tuesday, September 29, 2026 at 3:00 PM ET / 12:00 PM PT. Follow ThredUp's official channel and turn on live notifications at whatnot.com/user/thredup. Live sellers interested in learning more can visit thredup.com/livehost.

**Whatnot's 2026 State of Live Selling Report*

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® (RaaS®), some of the world's leading brands and retailers are leveraging our platform to deliver customizable, scalable resale experiences to their customers. 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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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/392b0582-c670-4395-9030-b53ff20ebf26>