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POSHMARK

By Mandy Taylor



Emily Wasserbauer had been walking five minutes in the black Hunter rain boots that had been a Christmas gift when she had a realization: She didn't like the \$150 boots. But she had already worn them, so they could not be returned. Instead, they spent months sitting in the back of her closet. Until the day she discovered Poshmark, a social network meets fashion marketplace. Within days she had sold the boots—for \$100.

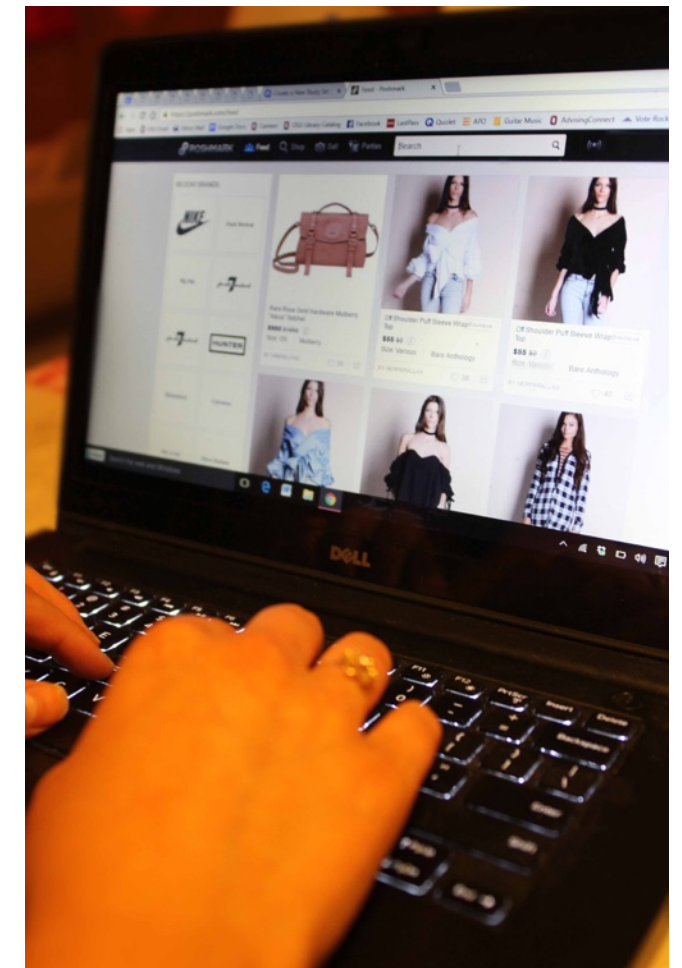
"It was so nice to earn money for an item that I simply didn't want in my closet anymore and Poshmark was so easy to use," she said. "Since then, I



have bought such cute clothes on Poshmark for great prices."

Since its creation in 2011, Poshmark has thrived as a place where users can buy and sell clothing for great deals and prices utilizing a social networking format. The company lets users sell fashion items, and the proceeds can be saved or used to buy secondhand name brand clothing for prices that even financially strapped college students can afford.

With over \$3 million of inventory added to the app every day, Poshmark has become one of the largest fashion destinations in the country comprised of women who connect around their style.



**There are millions of items added to Poshmark daily, giving users plenty of style options.**

**Poshmark is a great option for trendy women and men who want to save money on brand name items.**



According to Joanna Riedl, director of Public Relations at Poshmark, the business was created in 2011 by San Francisco businessman Manish Chandra, who wanted to create a simple, fun platform where women could easily buy and sell clothing from each other. What he lacked was a platform.

The release of iPhone 4 in 2011 offered both a high-quality camera that would allow users to photograph their own inventory and app technology on which it could be sold.

"Poshmark is one of the top shopping apps for millennials and college students," said Riedl. "It is revolutionary because it's social nature. It was developed to run like a social media site, that also incorporates the marketplace aspect."

She said it gives users the power to find the trends they want to seek out and follow people whose trends they like.

Poshmark is more than just another shopping destination. The company revolves around the rare combination of building a network and interacting with people who have similar styles all while transforming your own closet.

Wasserbauer said that after posting one item on the app that she gained almost 100 followers, and then she would get likes and shares from her network that would help her gain offers on other items she posted.

When you build this network and start buying and selling from other "Poshers," it turns into a way to make easy money. This is beneficial for any college student.

"Poshmark allows college students to turn their current closet into an ATM. It gives financial benefit to

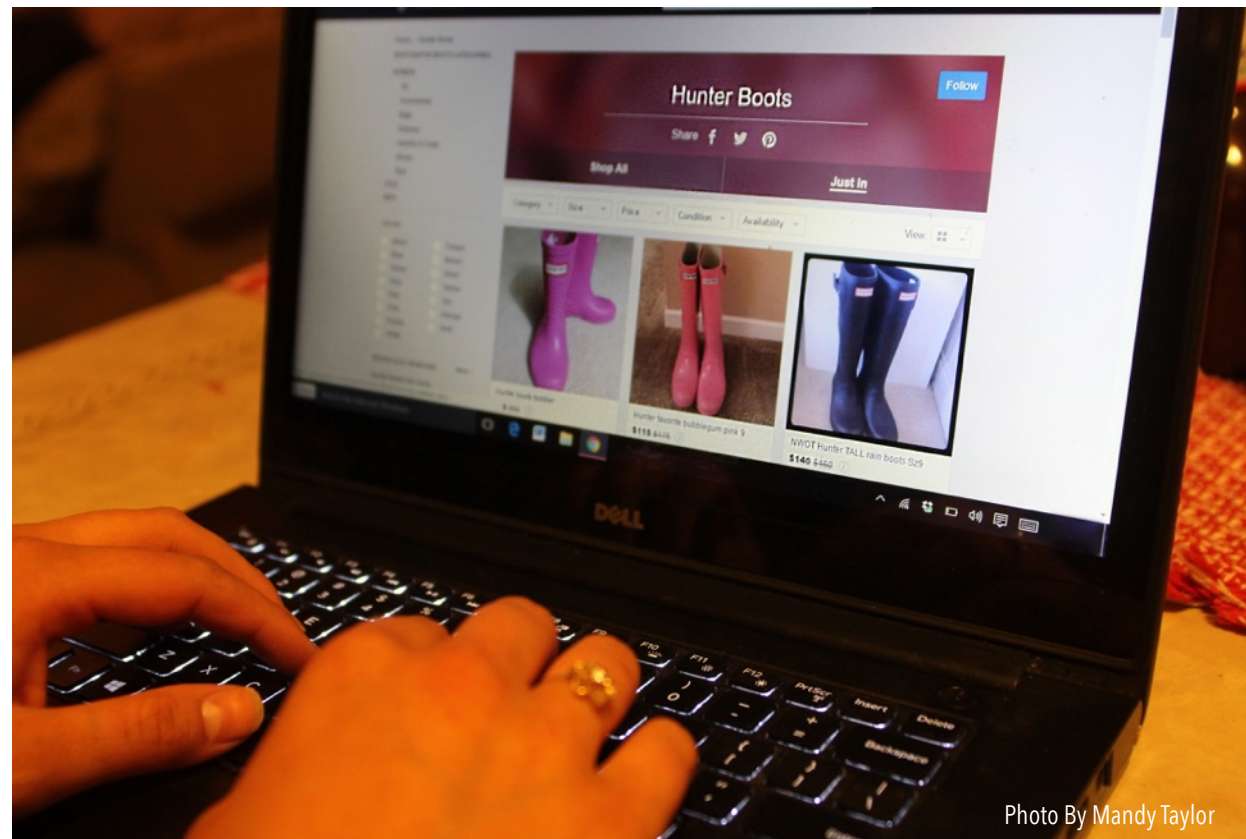
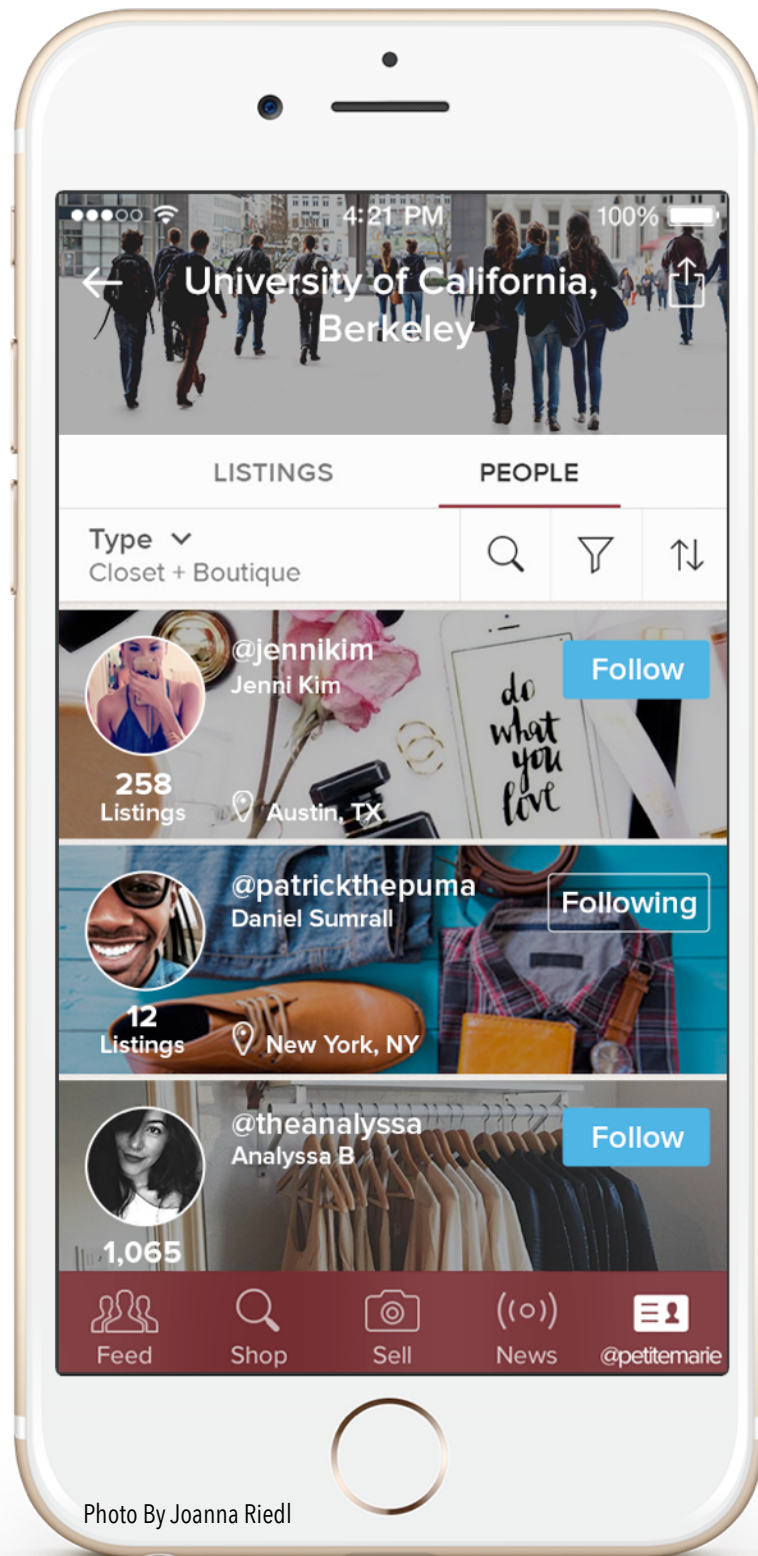


Photo By Mandy Taylor

**Users can often get items up to 75% off of the original retail price.**



**The college feature on Poshmark allows students from the same university to connect and share styles.**

assets that students already have,” said Riedl.

Wasserbauer explained the added value she experienced with the social networking aspect.

“I didn’t know hardly any of my followers but after posting my second item for sale, I realized the value in having that network of women who not only gave me inspiration for outfits but also helped me get my items sold,” said Wasserbauer.

Making money from items on the app is easy because Poshmark

eliminates some of the stressful pieces of selling something online.

“We handle payments, customer service, and even shipping, so the seller doesn’t have to,” said Riedl.

According to Riedl, Poshmark knows that a large demographic of their users are college students, so this fall they added features specifically for them.

“We recently launched the College Feature where users can link their specific college to their profile and find people who are buying and selling clothes on their own campus,” said Riedl.

After “Poshers” have made social connections and financial gains, it will help guide them through transitioning their closet to one of a young professional.

Sarah Husk, a Fashion and Retail Studies major, explained that she thinks it’s important for college students to transition their wardrobe from very casual to professional before they enter the working world. She believes that Poshmark could help students with that transition by offering affordable name brand clothing.

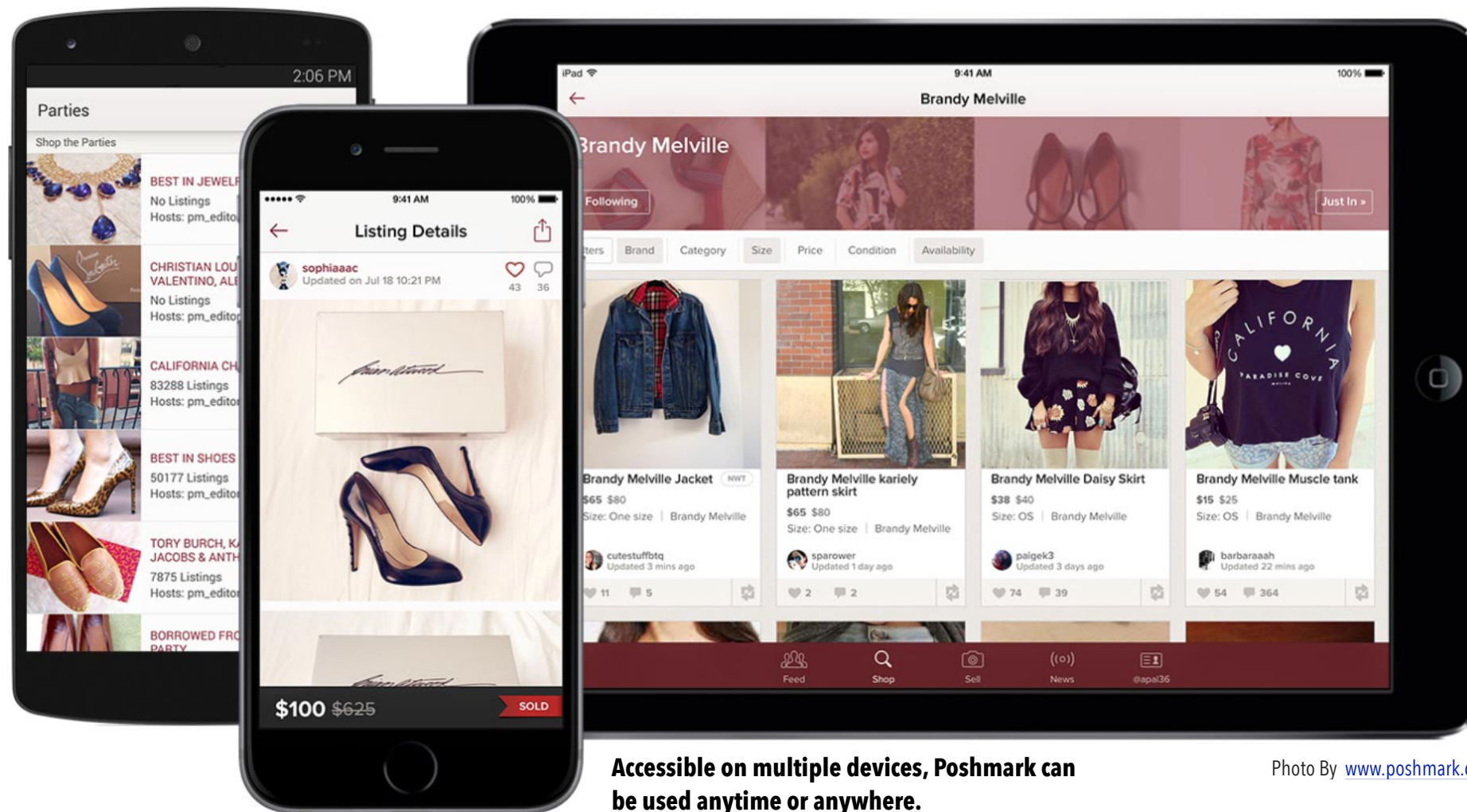


“One day we all will have to go from wearing jeans and a t-shirt to class every day, to all of a sudden being forced to dress like a professional,” said Husk. “It will be easier if you to make that transition if you start buying professional clothes while still in school.”

Transitioning your closet into a more professional wardrobe can be expensive and challenging but

Poshmark is dedicated to helping you make connections with people to guide you and keeping clothing affordable.

“The key thing about Poshmark is that we evolve as you evolve,” Riedl said, “As you go through transitions in life, your profile, closet, and followers will slowly evolve as well.”



**Accessible on multiple devices, Poshmark can be used anytime or anywhere.**

Photo By [www.poshmark.com](http://www.poshmark.com)