

US Businesswoman Brings Vintage Clothing Stores Online

A new website is helping vintage and second-hand clothing stores reach more customers.

Vintage clothing stores sell clothes that are at least 20 years old. The items are usually sold or donated to the store. According to resale website thredUP, second-hand clothing sales in the US are expected to reach \$41 billion by 2022, up from \$20 billion in 2017.

Shilla Kim-Parker, who lives in Los Angeles, loves shopping for vintage clothing. “I have been a vintage and secondhand shopper my entire life,” she told VoyageLA. But as a working mother, she said, “I barely [have] enough time to shower, let alone spend hours at my favorite stores.”

Kim-Parker wanted to find a way to shop for vintage clothing online and have it delivered to her home. That’s when Kim-Parker got the idea to create Thrilling – the first online marketplace for vintage and used clothing.

While some vintage stores have websites, ShopThrilling.com, which launched in December 2018, sells items from 16 vintage and secondhand stores in Southern California and New York – and new stores are added each week.

Kim-Parker says there are 30,000 vintage and thrift stores in the US, with almost \$30 billion in products to sell. But many vintage items are one-of-a-kind, and stores often have few, if any, staff to post their items online.

Natalie DeMotte owns Top Knot Vintage Boutique, a secondhand clothing store in Los Angeles. She says she tried selling her clothes on sites like eBay, but taking photos, measuring, and posting items online took too much time.

Thrilling saves shop owners time and money by handling everything from photography to shipping. Thanks to Thrilling, Top Knot has been able to sell its clothing to customers as far away as Japan.

Kim-Parker hopes that Thrilling will also help the environment. “Buying an item secondhand reduces its waste impact by 75 percent,” she says. She says she’s looking forward to connecting shoppers to stores in small towns across the US and around the world.

Discussions:

You can see the whole lesson from your teacher, please ask them to send it to you before the class.

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