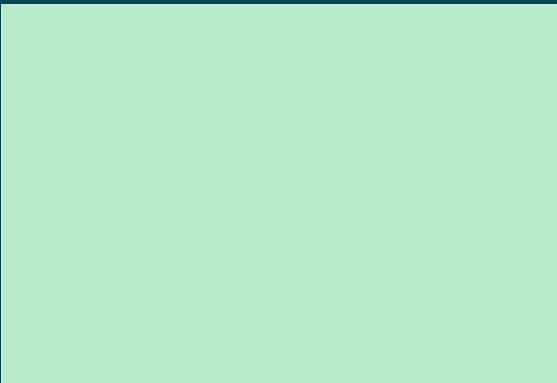




# Vinted

## **Vinted: A Lithuanian Unicorn Leading Europe's Second-Hand Revolution**

Vinted, founded in Vilnius in 2008, has grown into one of Europe's most influential tech companies. Specializing in second-hand fashion and circular consumption, the platform is now a global reference for sustainable shopping (Vinted Press, 2023).





## Rapid Growth Leading to Unicorn Status

Originally launched as a small community website, Vinted quickly gained traction thanks to its simple peer-to-peer model (Forbes, 2023).

In 2019, the company raised €140 million, reaching a valuation above €1 billion and becoming Lithuania's first unicorn (TechCrunch, 2019).

In 2021, a new €250 million funding round led by EQT pushed Vinted's valuation to €3.5 billion (EQT, 2021).

Today, Vinted employs over 1,500 people and operates in 18 European markets plus the United States (Vinted Press, 2023).

## A Global Leader in Recommerce

Vinted offers a free platform that allows users to buy, sell, and exchange second-hand items. Its success relies on: a user-friendly interface, no seller fees, a strong buyer protection system, a vibrant community.

With more than 80 million members, Vinted is the largest C2C second-hand marketplace in Europe (Vinted, 2023).

The company addresses the rising global demand for sustainable consumption and waste reduction in the fashion industry (Ellen MacArthur Foundation, 2022).





## A Driving Force Behind Lithuanian Innovation

As Lithuania's first unicorn, Vinted has significantly contributed to: making Vilnius an attractive tech hub, creating thousands of high-value jobs, inspiring new Lithuanian startups, improving the country's global tech reputation (Invest Lithuania, 2023).

Its founders, including Justas Janauskas, are recognized among the region's most influential entrepreneurs (Financial Times, 2021).

## A Vision for a More Sustainable Fashion Industry

Vinted's strategic priorities include: encouraging clothing reuse, reducing fashion's environmental footprint, expanding into new European markets, investing in sustainable logistics (Vinted, 2023).

The platform is a central player in the transformation of Europe's fashion ecosystem.

## Conclusion

With a multi-billion-euro valuation and a strong presence across Europe, Vinted stands as one of Lithuania's greatest entrepreneurial successes. The company embodies innovation, sustainability, and the future of circular fashion.

