



Journeys Announces "Journeys Second-Hand," a Resale Program Enabled by thredUP's Resale-as-a-Service®

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Journeys turns to thredUP to offer its customers affordable, sustainable fashion apparel to pair with its growing catalog of footwear brands.

NASHVILLE, Tenn. & OAKLAND, Calif.--(BUSINESS WIRE)--Jul. 17, 2023-- Journeys, the teen retail leader under Genesco Inc. (NYSE: GCO), and thredUP (NASDAQ: TDUP), one of the largest online resale platforms for apparel, shoes, and accessories, today announced "Journeys Second-Hand," a resale program geared towards serving Journeys shoppers with more fashion and apparel options in an environmentally-conscious way. "Journeys Second-Hand" allows customers to shop secondhand apparel directly from Journeys' website and resell gently-worn items for Journeys shopping credit.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230717698408/en/>

"Journeys Second-Hand" is powered by thredUP's Resale-as-a-Service® (RaaS®), which enables the world's leading fashion brands and retailers to deliver customizable, scalable resale experiences to their customers. Journeys is the first footwear retailer with an apparel-only resale site powered by thredUP's RaaS. The company joins more than 40 retailers offering resale programs through RaaS, including J.Crew, Tommy Hilfiger and Madewell.

More than half of Gen Z are more likely to shop with a brand that offers secondhand clothing alongside new, according to thredUP's [2023 Resale Report](#). Journeys' Group President Mario Gallione is confident that "Journeys Second-Hand" will add more convenience to its target Gen Z customers as well as support Journeys' sustainability efforts.

"We're picky about our partnerships because we know that teens are pretty picky about where they shop, as well as what they choose to wear," said Gallione. "thredUP was the right partner for us to enter the resale market based on its ability to fulfill the needs of our core teen consumers and offer the brands, styles and trends they see on social media. But beyond adding value to our online capabilities, thredUP's platform also supports our larger corporate ESG initiatives."

Journeys makes it easy for customers to find branded footwear they love, and with "Journeys Second-Hand," customers can now build a secondhand outfit that supports their personal style—all on the Journeys website. Through "Journeys Second-Hand," customers can purchase secondhand apparel from Journeys at journeys.thredup.com. Customers can also earn Journeys shopping credit for sending in gently-worn items. To participate in Clean Out, customers can generate a prepaid shipping label from journeys.thredup.com, fill any shippable box or bag with apparel, shoes, and accessories from any brand in their closet, and ship it to thredUP for free. For items that sell, customers receive Journeys credit that can be used both online and in-store.

"We're thrilled to see Journeys, a footwear retailer, leverage resale as a complimentary offering to its core business," said James Reinhart, CEO of thredUP. "Journeys is the retailer of choice for so many of today's young consumers, many of which value individuality and sustainability. We're proud to power a resale solution for a company that believes in the future of secondhand and is taking meaningful steps towards a more sustainable future."

For more information, please visit journeys.thredup.com, and to learn more about thredUP's RaaS, visit raas.thredup.com.

About Journeys

[Journeys](#) is a teen specialty retail leader with an emphasis on trendy and affordable branded footwear, apparel, and accessories. With more than 800 stores across the U.S., Puerto Rico, and Canada, Journeys caters to a teen that wants to stand out or fit in, with the latest styles influenced by the spirit of youth culture. It's the one-stop for carefully curated selections from brands like Converse, Vans, Crocs, Birkenstock, Adidas, UGG, and more. The Journeys shopping experience goes beyond the average retail environment, it's an extension of the teen lifestyle. Every store is designed to welcome, inspire, and include each shopper. Self-expression isn't just accepted, it's encouraged through shelves of unique merchandise, exclusive digital content, and a friendly staff that reflects the company's values. The Journeys team strives to give back to the community through charitable events and volunteer programs with a particular interest in music, arts, action sports and culture. Journeys is and will always be an attitude you can wear. Journeys is a division of Genesco Inc.

About thredUP

thredUP is transforming resale with technology and a mission to inspire a new generation of consumers 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, 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 137 million unique secondhand items from 55,000 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.

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