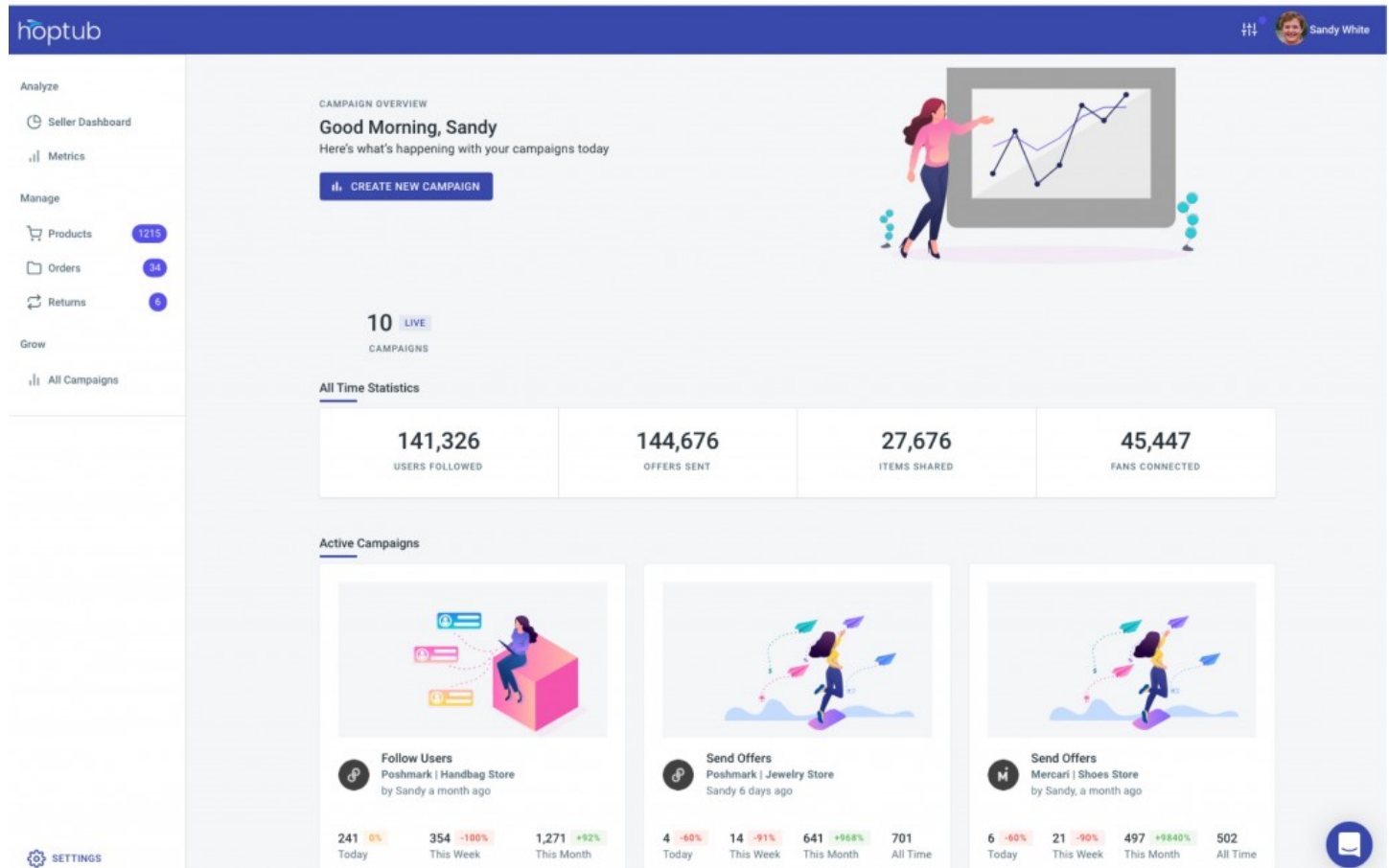


Hoptub announces the first-ever growth platform for fashion resellers

Hoptub, a Bellevue WA-based start-up, today announced the general availability of its new growth platform for fashion resellers.



Washington, Bellevue, Jun 8, 2021 ([Issuewire.com](https://www.issuewire.com)) - Hoptub, a Bellevue WA-based start-up, today announced the general availability of its new growth platform for fashion resellers.

Hoptub's cloud-based platform provides resellers with the necessary tools and automated workflows to grow their sales on popular fashion marketplaces like Poshmark, Tradesy, Vestiaire, eBay, Mercari, and more.

Fashion resale - or circular fashion - is a rapidly growing industry estimated to be worth \$30 billion to \$40 billion and predicted to have a CAGR of 15% to 20% globally over the next five years. Shifting consumer preferences toward affordability and eco-consciousness impacted the industry's growth even in the COVID-19 period, in which most marketplaces announced record-high sales.

"Consumers are happy with the price deals they get and guaranteed authenticity, but the resellers' life is getting more complicated every day," stated Murat Bahar, CEO, and Co-Founder of Hoptub.com. "Most professional resellers struggle to scale their business due to the growing diversity of marketplaces and time-consuming manual operations. We are on a mission to change this."

The company focuses on empowering fashion resellers with AI-based automation, enabling automated store campaigns, cross-listings, inventory syndication, and centralized order and returns management across marketplaces.

Hoptub claims to provide the industry's first fully automated inventory management solution that lists and manages the seller inventory on multiple marketplaces without any user intervention.

"Most of our customers are 'solopreneurs' with limited time and resources, so we built a cloud-based automation tool that runs on autopilot," says Bahar. "Our cross-listing feature has become an immediate revenue lift for our resellers. In our pilot program, our customers achieved 16% month-over-month revenue growth on average for 12 consecutive months."

Bahar states that the company is on a mission to transform amateur merchants into e-commerce businesses by providing software and services throughout their growth journey. He adds: "Resale's future will be determined by the number and quality of resellers, who do the hard work of sourcing, reconditioning, and remarketing fashion products. Our goal is to be their partner in success along the way."

Hoptub provides a 14-day risk-free trial program for resellers on their website hoptub.com.

For more information, please visit www.hoptub.com.

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