

# TRENDIER



## **IGNIA and Antai Venture Builder invest in Trendier to fuel growth of Mexico's largest digital fashion marketplace for secondhand clothing**

*Mexico City, June 19, 2018 – Trendier (<https://www.trendier.com>), the leading mobile fashion platform in Mexico and Colombia, raised significant capital from global investors IGNIA, Antai Venture Builder, Pedralbes Partners, Bonsai Venture Capital, and Banco Sabadell, that will enable the company to deepen its local reach and expand to other countries in Latin America.*

With more than 1 million active users, Trendier is the leading online community for the sale and purchase of affordable fashion in both Mexico and Colombia. The platform has become a community of “fashionistas” who, through the application on their mobile phone, buy and sell clothes they do not use with just three simple clicks.

“The online retail resale business has already been very successful in Brazil, the U.S., and Europe and the method is highly scalable, addressing an enormous market that is growing exponentially. We are very enthusiastic about Trendier’s future given the expert team and investors, and their commitment to bring a new solution to the Mexican consumer”, said **Christine Kenna, Partner at IGNIA.**

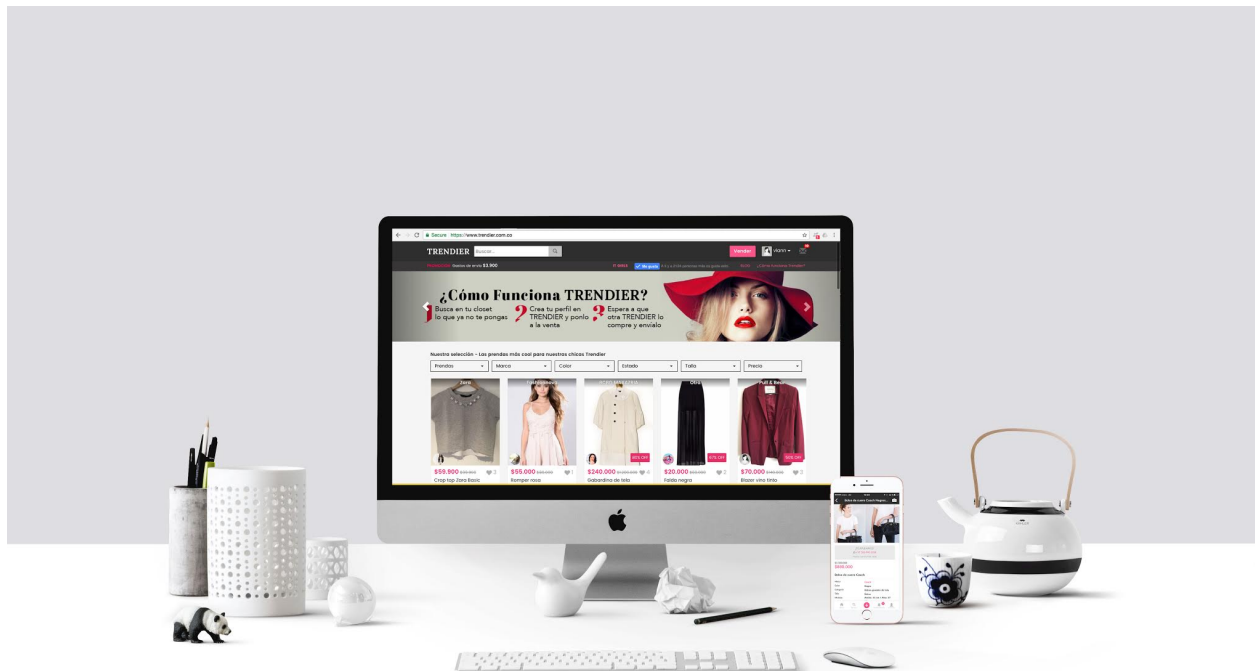
Trendier’s platform, backed by superior technology and a world-class team, allows users to transact easily, from any place, quickly and securely. Using only a cellphone, one can upload a new item to sell including pictures, a description and price within a matter of minutes. For a buyer, Trendier’s platform offers personalized content for each user based on her activity, purchases, and interests. The income generated by the sales can be loaded into a wallet that can be used to buy on Trendier, or be exchanged for cash.

“Trendier represents where the future of consumerism is headed – both Colombia and Mexico are countries that generate a lot of interest for their high growth, sophisticated use

of smartphones and their 'early adopter' characteristics, adding quickly to the use of new smartphone applications”, mentioned **Kenna**.

“Trendier is a very powerful social media and has had very good traction in Mexico and Colombia. Users enjoy the platform experience, buying clothes at discounted prices, and selling the items they don't use, and building a more sustainable model of consumption”, said **Gerard Olivé, Co-Founder & Co-CEO of Antai Venture Buider**.

“Trendier is revolutionizing online fashion shopping, permitting a longer life to clothes through new life cycles for secondhand items. The fact that our users love the platform, coupled with recent changes in online shopping behaviors, helped Trendier generate industry leading customer repurchase rates and engagement levels. We have become the biggest sustainable fashion community in LATAM”, said **Belen Cabido, CEO de Trendier**.



### **About IGNIA**

IGNIA is a venture capital fund that invests in high growth companies aimed at the emerging middle class in Mexico. Founded in 2007, IGNIA has two funds and USD 200 million in capital raised. IGNIA invests in sectors such as health, fintech, financial services, education and basic services. For more information please see: [www.ignia.mx](http://www.ignia.mx) and @IGNIA\_Fund.

### **About Antai Venture Builder**

Antai Venture Builder is a digital business group, co-funded by Gerard Olivé and Miguel Vicente, with a presence in Southern Europe and Latinamérica. Since it started operating 6 years ago, Antai has co-created 20 companies together with co-entrepreneur teams, including companies like Wallapop, Glovo (Justbell), Deliberry, Carnovo, Shopery, Cornerjob, BePretty and the fund Media Digital Ventures among others.

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