

DEPOP

A woman with brown hair tied in a bun is lying on her back in a room that is completely filled with a vast, chaotic collection of clothing, shoes, and fashion accessories. She is wearing a vibrant, multi-colored patterned long-sleeved shirt and black shorts. Her legs are raised and bent at the knees, with her feet pointing towards the top right corner of the frame. She is wearing bright red, knee-high boots. The room around her is overflowing with various items, including colorful fabrics, shoes, and bags, creating a dense and textured background.

LALESHKA ROMERO
OCT 15

CIRCULAR FASHION
FOR A SUSTAINABLE
FUTURE

DEPOP



ABOUT
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- Depop is a circular fashion marketplace where anyone can buy, sell, and discover secondhand fashion.
- Since its founding in 2011, it's grown to ~43.5 million registered users globally.
- Depop's mission: make secondhand second nature by encouraging people to extend the life of their clothes.
- The brand sits at the intersection of style, value, and sustainability, with community at its core.
- Headquarters in London, with offices in New York & Manchester; since 2021, a subsidiary of Etsy, but operates independently.

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WHY DEPOP?

- It represents a cultural shift toward sustainable and circular fashion.
- The platform allows users to buy and resell clothing, allowing fashion pieces in use longer.
- Ethical shopping & Eco-conscious consumption.
- Over 100 million items have been given a second life through Depop.
([Depop Impact Report](#))





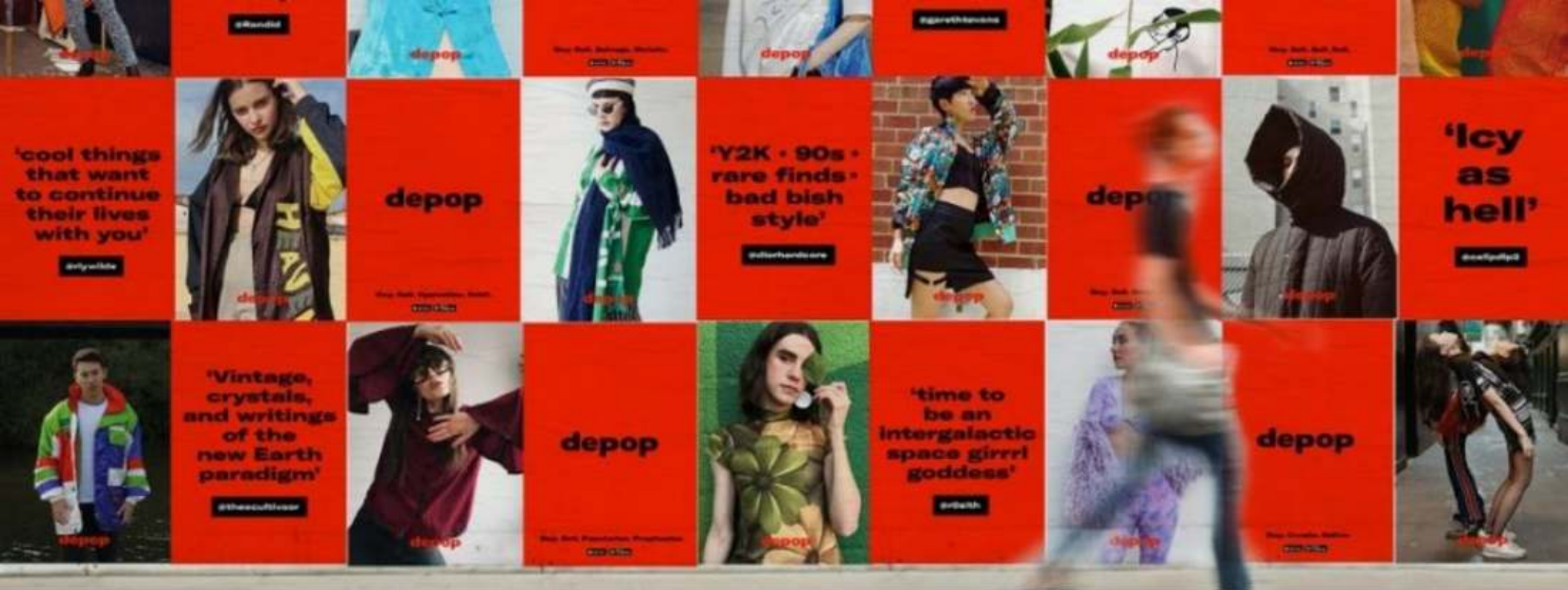
CULTURAL TREND: CIRCULAR FASHION & SUSTAINABILITY

Trend: Growing consumer demand for sustainable, secondhand, and circular fashion.

- Gen Z values individuality, affordability, and environmental responsibility.

How does Depop fit?

- Encourages resale, reuse, and upcycling.
- Defines what “circular fashion” means and partners with WRAP to measure progress.
- 3 in 5 purchases on Depop displace the purchase of a new item
([Depop Sustainability Report](#))



TARGET AUDIENCE

Age: 16–30 (Gen Z & young Millennials)

Gender: All genders

Location: US, UK, Australia

Income: Budget-conscious, digitally active consumers

USER PERSONA: AVA

Age: 22

Occupation: College Student / Fashion Intern

Location: Brooklyn, New York

Education: Undergraduate

Income: \$20K-\$30K annually

Background:

Ava is a creative student living in NYC, balancing classes, internships, and a part-time retail job. She loves thrifting in Williamsburg and running her Depop shop, blending vintage and streetwear for a unique, story-driven style.

Goals

- Express individuality through fashion while supporting small, sustainable creators.

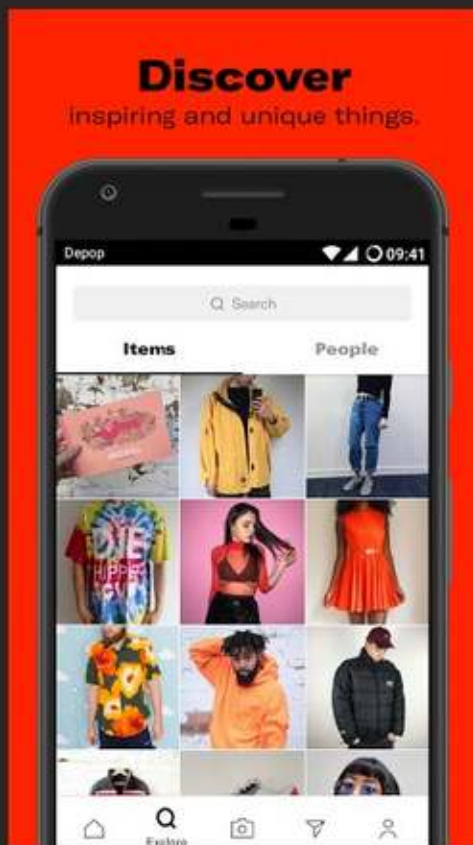
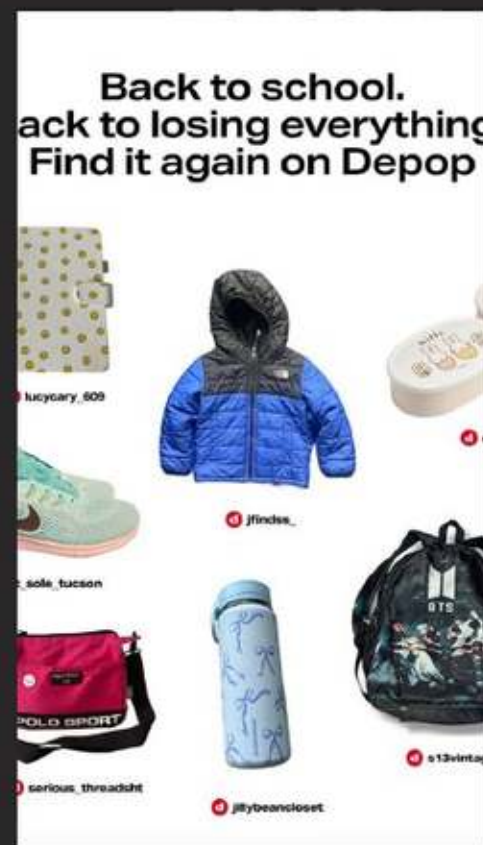
Challenges

- Limited time for thrifting and balancing ethical shopping with a student budget.

Motivations

- Driven by sustainability, creativity, and community – she values self-expression and conscious fashion.



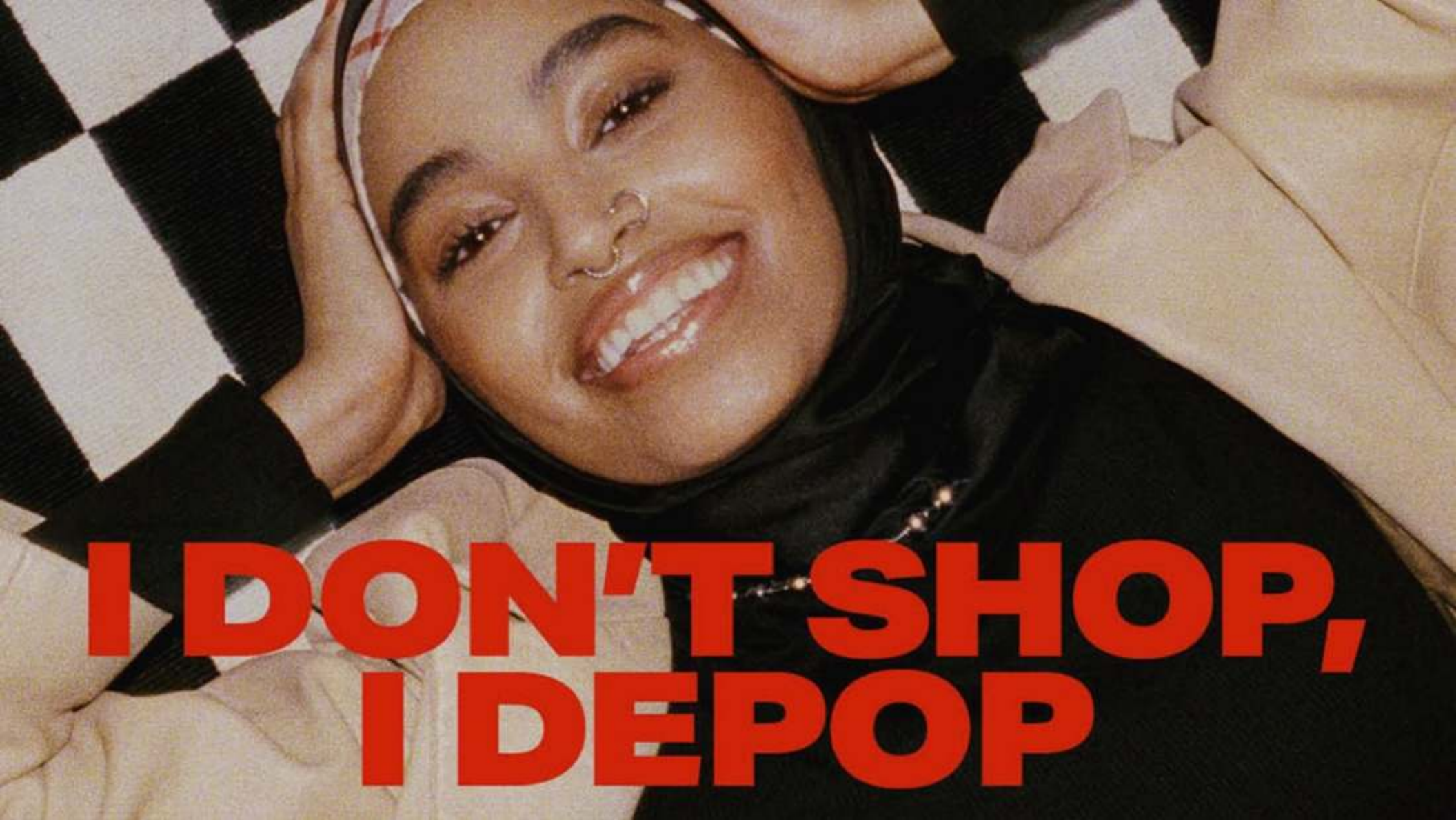


DEPOP'S USER EXAMPLES

INFLUENCER VIDEO EXAMPLE

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A close-up photograph of a young woman with a warm smile, wearing a black hijab and a light-colored garment. She has a small hoop earring in her left nostril and is resting her head on her hand. The background features a black and white checkered pattern. The text "I DON'T SHOP, I DEPOP" is overlaid in large, bold, red capital letters at the bottom of the image.

**I DON'T SHOP,
I DEPOP**

REFERENCES/ SOURCES

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- “Thrifting Goes Digital: How Depop Encourages Sustainable Recycling Practices.” The Colgate Maroon News. <https://thecolgatemaroonnews.com/55365/commentary/thrifting-goes-digital-how-depop-encourages-sustainable-recycling-practices/>
- “What Are Customer Demographics and Target Market of Depop?” Canvas Business Model Blog, July 26, 2025. <https://canvasbusinessmodel.com/blogs/target-market/depop-target-market>