



SHOPWORN

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BACKGROUND

ShopWorn originated as a retail industry necessity.

Luxury brands and authorized retailers were struggling with the question of what to do with their inventory of unsold merchandise. Deeply discounting new items to encourage sales would hurt the luxury brand image, yet authorized retailers were stuck with old products their customers just didn't want. As long as retailers had merchandise they couldn't sell, they weren't able to stock the newer collections their customers preferred.

And while many luxury brands often buy back unsold products from authorized retailers, the question remained the same for the brands. Destroying these items is wasteful and harmful to the environment.

Larry and Richard Birnbaum, veterans of the retail industry, explored this question with a luxury brand executive one night. The brothers soon realized they could solve this industry problem by sourcing unsold watches, jewelry and other accessories from brands and retailers and sell them directly to consumers online at a fraction of the original price. The merchandise would never be considered new, yet they also weren't pre-owned since no consumer had ever actually owned them.

"Shop worn" is a retail industry term used to define products showcased in store displays and windows. They've only been handled by staff and tried on by customers but have never left the store. Some have never left the store vault. The "worn" part of "shop worn" refers to minor cosmetic or surface wear naturally occurring while being handled.

The Birnbaum brothers trademarked the name "ShopWorn," launching a revolutionary new concept to reshape the retail industry. By sourcing unsold merchandise from brands and authorized retailers, ShopWorn has made it easier for retailers to exchange products their customers don't want to stock those they do. This is helping luxury brands protect their image without having to destroy unsold merchandise.

ShopWorn has become a supportive partner to brands and authorized retailers while becoming a shopping destination for customers who want to be the first to own authentic, unused luxury products but don't want to pay luxury prices.

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