

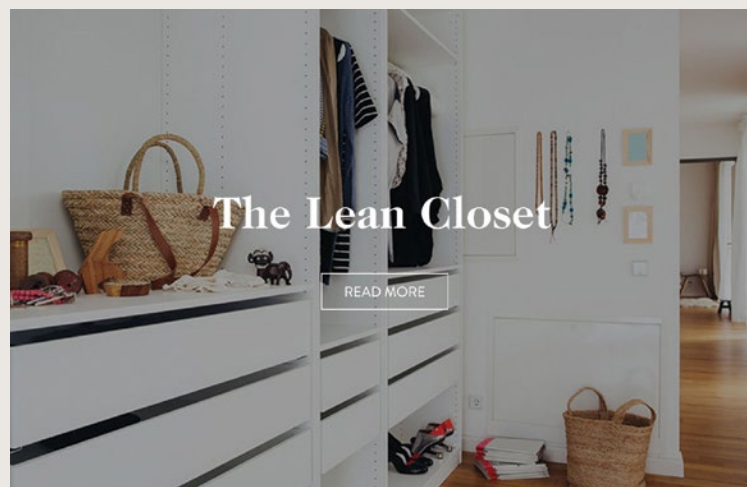
ENTER

## The Cleanse

Unownership and the Marie Kondo effect leads to closet and clutter cleanups. Purging becomes a lifestyle. Essentials and basics breed new business opportunities.



SNOWE HOME



GOOP



TRADSEY

FOLLOWED BY

## The Reseller Economy

After purging their closets, consumers realize they can turn around and sell what they are getting rid of.

Here Millennial-minded entrepreneurs develop side businesses selling their used designer goods on sites like **Tradsey** and **The Real Real**. A win-win for all parties involved—except the retailer.