

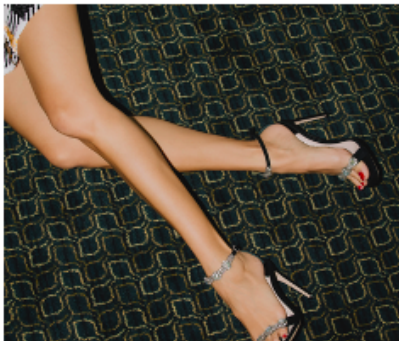
TRADESY

Blogger Review Brief



About Tradesy

Launched in 2012, by Tracy DiNunzio, Tradesy is a luxury fashion resale marketplace with over 9 million users that has generated over \$1B in sales since inception. Tradesy provides a platform for buying and selling fashion online, featuring designer brands including Louis Vuitton, Hermes, Chanel, Gucci, Prada, and more.



Details

Scope

Write 1 blog post titled "Tradesy Review" and discuss your positive experience with the platform, including the process of buying/selling, product offering, ease of the app, etc. The blog should be at minimum of 200 - 500 words at length.

Create an account on Tradesy and provide **AZIONE with the email address associated with the account to receive your Tradesy credit.**

Use available Tradesy Site Credit to purchase an item of your choosing. You may then sell your item and keep the Tradesy Site Credit to purchase something new.

Contact

Darren Quiliza: darren@azionepr.com

Promo Code: {TBD}

Messaging

We'd like you to focus on what is most appealing to you about Tradesy, but here are some high-level value props you can reference. Please use your natural voice as you write.

We're looking for reviews of both sides of the Tradesy marketplace (buying AND/OR selling).

Buying

Huge selection of luxury inventory at low prices

Thousands of new items daily

Find one of a kind pieces and incredible deals

No fake sh*t: Authenticity is guaranteed or your money back

Tradesy takes customer service & trust seriously -- they protect buyers, and you can reach them by phone and email if you have questions or concerns. Real people, here to help.

Purchases can be returned

Re-list purchases with one click when you're ready to sell them & buy something new

Selling

Listing is fast and easy - you can list in just minutes (all from the Tradesy app)

Tradesy recommends a selling price for your item

Smart pricing makes it easy to manage prices & sell more quickly. Set a floor price, and Tradesy automatically reduces the price over time to optimize for a quick sale

Shipping is easy

Tradesy offers multiple options to streamline shipping-- print a prepaid label, or opt to receive a shipping kit that includes a label + packaging.

Buyers pay for shipping (it's added on to the purchase price)

Low commission compared to other luxury marketplaces

Tradesy protects sellers -- Tradesy handles disputes & processes returns on behalf of sellers, so you don't have to

Guidelines

Do

- Include “Tradesy Review” in the title of your post
- Call out the custom Tradesy promo code provided to you in this brief along with a call to action to visit Tradesy.com. Use the line: **Visit Tradesy.com and use my promo code {TBD} to save \$50 off your very first purchase when it's \$400+.**
- Write about your positive experience with Tradesy
- Use words and phrases like Tradesy/Tradesy review, luxury resale, fashion

Don't

- Refrain from using downmarket words such as “cheap” - instead say “affordable” or “luxury for less”
- Don't mention any competitors (good or bad - including TheRealReal, Poshmark, or any other resale retailers)
- Refrain from using the term “used” - instead say “pre-owned, pre-loved, resale, etc.”
- Please don't keyword or tag any other brands that are not mentioned within your review

Visual Notes + Moodboard

Please include at least 2 high-quality screenshots of your Tradesy experience (web or app) in your post along with the coveted items and products you'll be purchasing/selling.

Product shots should be appealing with good lighting as shown below.

