

reFINEstyle

**REFINESTYLE.COM
BRINGS TOGETHER BUYERS AND SELLERS OF
NEW AND PRE-OWNED LUXURY BRANDS**

**An Online Community and Marketplace for the
Fashion Minded (Yet Mindful)**

All the Lux Labels You Love. For Lots Less.

reFINEstyle (www.reFINEstyle.com) is an exciting online fashion community and marketplace for new and pre-owned luxury apparel and accessories offered at affordable prices. Buyers have the opportunity to acquire the designer labels they love at incredible values, while sellers can take advantage of convenient nationwide Fashion Sales Stylists to sell their goods or do it themselves from home.

What sets reFINEstyle apart from local consignment shops is the site's access to a national audience, low fees, as well as an easy to navigate, boutique-like environment. Unlike other online auction sites, reFINEstyle showcases items in a visually appealing way, and provides preference options for buyers that make shopping for specific items and sizes a breeze.

how 2 shop

reFINEstyle offers an ever-changing selection of coveted luxury apparel and accessories. Buyers can shop over 400 premier brands by new arrivals, designer, season, style, color, price, size or condition. To make it simple and easy to buy items on reFINEstyle, shipping is included in the price. When creating an account a shopper provides their size and favorite designers, so during the shopping experience their preferences display first. Custom preferences make shopping for designers you love, in your size, a breeze! To purchase items, buyers can place a "bid" or select the "buy it now" price. New G3 (Going, Going, Gone!) sales allow for the possibility of scoring great deals on items whose prices are reduced up to 15 times over the course of the sale, buyers can jump in and purchase when the price becomes irresistible. Payment is made via PayPal, and merchandise will be mailed in three to five business days.

how 2 sell

reFINEstyle makes life simple for its community of sellers. There are two options: work with one of the nationwide Fashion Sales Stylists who will take your fashions, photograph them and upload them to the site for you and handle shipping or, you may list the item yourself on the site using the enhanced editing tools provided by reFINEstyle.com.

Sellers can elect to list their items via a flat 31-day period with a designated “Buy It Now” or an “Auction-Style Format” with a three, five, seven or 14-day auction period (specifying your reserve price and starting bid). By providing access to a niche national audience of buyers, sellers are able get a maximum return on their sale.

To work with one of the Fashion Sales Stylists, first locate one in your area by emailing hello@refinestyle.com, next coordinate dropping off or shipping your items to your new FSS, create an account on reFINEstyle.com and provide the FSS with your login information and then sit back and watch as you items are sold to the highest bidder. If the items sells, you will pay a 30% Sales Transaction Fee, plus applicable shipping costs. If a seller’s item isn’t purchased, they can have the item returned (applicable shipping costs apply) or donated to a charity of reFINEstyle’s choice. A tax receipt for the donation will be mailed to the seller.

To “sell it yourself” simply follow an easy, seven-step process. reFINEstyle makes it easy to determine a fair price with the Pricing Calculator (located on the pricing page of the website). For all listings on reFINEstyle, shipping is included in the price, so sellers should consider this when pricing their items. reFINEstyle recommends Priority Mail and encourages members to ship with Priority Mail Flat Rate Boxes. There is virtually no weighing or calculating, and whatever fits in the box or envelope ships for one low rate anywhere in the U.S. Members can link to the Priority Mail shipping page for more information on the website. *Sell It Yourself Fees:* \$2 Listing Fee per item for placement on reFINEstyle.com, if the item sells, you will also pay a 12% Sales Transaction Fee.

Photos are the most critical component of the reFINEstyle process. A minimum of three images are required, and up to six images are allowed (all are free of charge). reFINEstyle offers a unique user-friendly editing suite. These exclusive reFINEstyle editing tools make it easy to visually enhance your photos in comparison to other online auction sites that only allow you to upload images.

reFINEstyle has a 24-hour review period in which submitted items are reviewed before being posted to ensure the best quality for shoppers.

To provide a safe and secure shopping environment, reFINEstyle uses PayPal exclusively. Members can buy items and receive payment for listed items via PayPal. All fees are collected via PayPal.

consider the competition

Garage sales return pennies on the dollar, consignment stores can charge between 40-60% to sell your item, other online auction sites can cost up to 28% for the do it your self option (once you add up all the hidden fees) and up to 60% for the option where they list it for you.

practical and eco-friendly

Shopping on reFINEstyle is not only an affordable way to update your wardrobe with chic finds, but a great way to go green - by rediscovering, recycling and reclaiming "pre-loved" items. There's nothing wrong with caring about the world as much as you care about your wardrobe!

site features

stylewatch - Monitor and shop the latest trends through the stylewatch feature by simply browsing inventory grouped by trends. *member spotlight* - Meet and learn about members of the reFINEstyle community through the member spotlight feature. Capture their style, see their favorite pieces and read fun tidbits. *reVISIONS* - Members can mix and match products to create inspiring looks or complete outfits to share with other reFINEstyle members in just four easy steps - select your favorite clothes, pick a couple accessories, choose a background, and publish your reVISION. *Refer a Friend* - Refer a friend to reFINEstyle and they will issue three listing fee credits (a \$6 value). The credits will be placed in the member's account after their friend's first item is listed on reFINEstyle.com.

fashion sales stylists

reFINEstyle.com's Fashion Sales Stylist network is ever-growing but FSS are currently located in the following cities and states: California: Aliso Viejo, Manteca, Pasadena, Tarzana and West Hills; Colorado: Denver and Lakewood; Connecticut: Glastonbury, Stamford and West Haven; Washington D.C.; Florida: Bradenton and Orlando; Georgia: Atlanta, Buford, Duluth, Newnan, Riverdale and Smyrna; Illinois: Chicago and Richton Park; Kansas City, Kansas; Maryland:

Ellicott City, Great Mills, Silver Spring and Upper Marlboro; Portage, Michigan; Minneapolis, Minnesota; St. Louis, Missouri; New Hampshire: Gilmanton and Hooksett; New Jersey: Manalapan, Montclair, North Caldwell, Princeton and Willingboro; New York: Brooklyn, Manhattan, Middle Village and Sackets Harbor; Haverford, Pennsylvania; Tennessee: Chattanooga and Nashville; Texas: Amarillo, Arlington, Bellaire, Brownsville, College Station, Dallas, League City, Lewisville and Plano; Virginia: Ashburn and Vienna; Lynnwood, Washington and Hatley, Wisconsin.

about reFINEstyle

Headquartered in Dallas, Texas and founded in 2009 by Megan Masoner formerly of EDS (Electronic Data Systems), reFINEstyle (www.reFINEstyle.com) is an online community and marketplace for the fashion minded (yet mindful). Bringing together buyers and sellers of new and pre-owned luxury apparel and accessories offered at incredible values. All the lux labels you love, for lots less.