

# Timeless Fashion

*"We don't want sustainability to be our edge, we want it to be universal."*  
— Eileen Fisher



TROVE

EILEEN FISHER

The organic way EILEEN FISHER brings timeless style & versatility to new audiences

This case study models how Trove helped EILEEN FISHER to fully develop a thriving recommerce business and:

- ✓ Move a significant volume of inventory - increasing every year!
- ✓ Attract the next generation of customers
- ✓ Make a positive difference in the world



47,802 POUNDS

*of garments given new life*

## Organic beginnings & new audiences

As Trove's first partner, the EILEEN FISHER brand has always been a leader in sustainable fashion. A certified B-Corp, EILEEN FISHER has a commitment to designing clothing that creates minimal environmental and social harm. Known for its elegant minimalism and fine, organic fibers, the apparel company is committed to bringing sustainability into "every nook and cranny" of its operations.

"The RENEW business grew organically. As employees, we're given a free clothing allowance," said Cynthia Power, who runs the RENEW takeback, resale and reuse program. "One of our store managers asked, 'What if we take back employee's clothing they don't wear anymore, clean it, resell it, and donate the proceeds to our Community Foundation?'"

The EILEEN FISHER Community Foundation supports systemic changes that positively impact women and girls locally and around the globe. The resale program grew quickly, beyond the scope and human resources of the Community Foundation, so the company bought the program from the foundation. The new goal was to approach resale like a business rather than a fundraiser.

First, the gently loved clothing was sold to customers at the EILEEN FISHER learning store - an experimental brand store. Later, it was sold in outlets. Eventually, EILEEN FISHER opened two stores focused on resale, proving there is a customer who loves to shop secondhand.

*"The mindset of younger generations is changing. It's exciting to keep trying to figure out how to make RENEW better and how to keep the most garments in use for as long as possible."*

— Cynthia Power,  
Director of EILEEN FISHER RENEW





For over a decade, EILEEN FISHER has been collecting gently used garments. They give them an environmentally friendly cleaning and resell those in perfect condition.

The in-store trade in program was immediately successful. Customers return a pre-owned EILEEN FISHER garment to a US or RENEW store, and if a physical location is inaccessible, the customer ships their item directly to an EILEEN FISHER recycling center. As a result, customers were each issued a 5-dollar gift card for each item and some of EILEEN FISHER's existing customers purchased new pieces with their trade in reward. More widely, the company tapped into a different customer who knew the sophistication of the brand and really appreciated the environmental benefits of buying high-quality used items, but couldn't afford them.

"The mindset of consumers is changing," Cynthia said. "We've found that 50% of RENEW customers are new to the EILEEN FISHER brand."

### Managing resale can be daunting without a strong foundation

Since EILEEN FISHER launched its resale program RENEW in 2009, the company has taken back 1.5 million garments.

"We had become inundated with tens of thousands of clothing pieces that needed to be sorted and cleaned," Cynthia said. "It was just really overwhelming."

Around that time, Trove CEO Andy Ruben reached out to Eileen Fisher and Cynthia was asked to represent her in a meeting.

"We had thought about having a little online shopping but nothing to the scale of what Andy was talking about," Cynthia remembered, saying she felt a little skeptical. "I only want a used Subaru from a Subaru dealer. We know our garments and what they're supposed to look like. Can't we refurbish them better than anyone else? But, I remember leaving that meeting and thinking that we should pursue this with Trove."

EILEEN FISHER could use help making their unique, uncatalogued items known as "snowflakes" sellable.

Trove offered Cynthia an end-to-end, white label solution with absolute confidence. Cynthia believed Trove was the company's first viable option to fully launch an online resale platform.



\$326

Average RENEW shopper spend

"I brought it to my leadership and it went forward," she said. "Our website is beautiful! The creative is from us and the backend is a very well-oiled machine at Trove."

### Sustainable wardrobe, sustainable business

A couple of years before the online RENEW store launched with Trove, the EILEEN FISHER team realized that at least half of its customer base didn't know they could sell back their clothing. The brand ran a cheeky, attention-getting campaign. A large poster in all EILEEN FISHER stores proclaimed: "We'd like our clothes back now, thanks very much."



"Customers come into the store, we take back their clothing, they get a rewards card and spend the money toward full price sales," Cynthia said.

Since the program started the RENEW customer's lifetime value has increased by 107%. RENEW's online circular shopping store also met and exceeded its first-year goals, and in its second year of partnering with Trove, sales were 2.5X the first year's performance.

*Eileen Fisher has taken back more than 1.5 million garments, all in varying conditions of use because there are no barriers to what the brand will accept.*

"I was totally surprised and delighted by it!" Cynthia remembered. "I realized this thing can grow really fast. This is bigger than just another store."

After three successful years, the pandemic hit. At a time when many retail locations suffered, the RENEW website outperformed - remaining in the black and exceeding projections.

"This is where the world needs to go," she said. "I'm hopeful that it's going to be more normalized and expected. It's important for the industry to make resale appealing to customers."



**50%** *of EILEEN FISHER RENEW customers are new to the EILEEN FISHER brand*



**40.6%**  
*of RENEW customers buy RENEW again*



**226,741+ kg**  
*in carbon savings to date thanks to shopping RENEW vs. new*



## About Trove

Trove builds technology that allows brands to take control of their resale marketplaces, deepening customer loyalty and generating new profits. The company provides white-label technology and end-to-end operations that power circular shopping for premium and luxury brands such as EILEEN FISHER. Trove enables brands to take back items from customers' closets while maintaining control of their brand equity and owning their customer experience, data and relationships. Rooted in a commitment to sustainability, Trove aims to create a world where all consumers have access to better products with less waste.

[Learn more at trove.co](https://trove.co)