**Miinto expands with a vintage section**

The Danish eCommerce giant Miinto adds exclusive vintage to its portfolio - and thus, also increases the company's focus on sustainability.

The digital Danish fashion giant Miinto expands its product range of more than half a million fashion items with exclusive vintage – opening up this week a section solely comprised of handpicked vintage products. Bags, accessories and clothes from design houses such as Chanel, Louis Vuitton and Celine can now also be purchased online by the Danish Miinto customer. In Norway, Miinto has already opened up the vintage section with great success:

"The interest in vintage is increasing significantly - both in the fashion industry and among consumers. We are experiencing a growing demand for vintage from our customers - and of course we would like to respond to it, ”says Global Head of Fashion at Miinto Group, Camilla Frank, who emphasizes that the vintage section could later be developed in Miinto’s other markets.

"Entering the vintage market is a natural development for Miinto’s sustainable concept, which also greatly emphasizes our values ​​as a company. We already collaborate with local fashion stores across Europe, helping to reduce the stores’ inventories. In addition, when Miinto’s already produced packaging materials are used up, our partner stores and brands are offered packaging that is produced as sustainably as possible. Sustainability is, to a large extent, a focus area for us.'

Every month, Miinto has more than 5 million happy website visitors, and Camilla Frank hopes that the hand-picked vintage selection can help strengthen the personal selection that the Miinto customer is already excited about:

“Vintage is a brand-new area for us and, therefore, we are very careful about choosing the right partner stores with a good reputation in the industry, so that we both ensure the 100% authenticity of the products and a high service level,” says Global Head of Fashion at Miinto, who is not denying that Miinto will eventually open up for private individuals to also sell their previously-loved products in Miinto's 7 markets:

"It fits well with Miinto's "Find Yourself" motto. New customers can benefit from vintage products provided by private sellers or by the stores associated with Miinto."

FACT BOX

The first 8 vintage stores are now online on Miinto in Norway and with them, come the first Hermès, Celine, Chanel, Balenciaga and Louis Vuitton bags, as well as hundreds of products in our photo studio and getting ready to come online.