

**SUPER**   
**FLEA MARKET**

**20  
24**

*Launch Year*

# **IMPACT REPORT**



# FOREWORD

At **SUPER FLEA MARKET**, we envision more than just shopping — we're building a circular economy hub powered by community, creativity, and sustainability. We believe that a for-profit, for-purpose company is the way forward — and that pre-loved luxury fashion is more than a transaction; it can be a movement.

2024 has been a pivotal year in turning that vision into tangible impact. We successfully launched [superfleamarket.org](https://superfleamarket.org) and extended our relationships from celebrities to talents, brands and our incredible community, every step brought us closer to building a more inclusive, impact-driven future.

For us as a founder team, this work is deeply personal. Inspired by our roots and experiences in fashion, entrepreneurship, and global justice, we believe that small, joyful changes can lead to big transformations.

Thank you for being part of this journey.





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# CREATING A NEW CULTURE OF LUXURY

*Pre-loved shopping...*

At **SUPER FLEA MARKET**, we're creating a new culture of fashion consumption — where pre-loved luxury pieces from celebrities, talents, and cultural voices find new life and spark meaningful change. Whether worn on red carpets, at exclusive events, in iconic shoots or kept in your favorite closets & brand archives, these items carry stories worth sharing and rewearing.

By bringing together celebrities, talents, conscious shoppers, and purpose-driven brands, we're building a vibrant community rooted in circularity and creativity. Every curated online drop, every single Impact Shopping Event blends style with substance, connecting people to fashion that feels good and does good — with impact driven by our NGO partners at the core.

*...while building  
long-term funding  
for NGOs  
worldwide.*

**SUPER FLEA MARKET** creates a sustainable funding stream for NGOs while promoting circularity in fashion. By offering pre-owned luxury items from celebrities, talent, and brand archives, we reduce waste and extend the life of high-quality products. With every purchase, 50 – 90 % of proceeds support our Impact Partner Network, driving global sustainability and social justice initiatives. We redefine luxury, empowering consumers to make a positive impact through conscious choices.



# SUPER FLEA MARKET

## *The system at a glance*

### *superfleamarket.org*

Our online platform offering curated fashion pieces and unique finds pre-loved by celebrities and talents.

### *Impact Shopping Events*

SFM is well known for its one of a kind impact shopping experiences. Traveling across Europe and the US, shoppers are invited to a world of shopping, luxury, impact talks, culinary delights and music.

### *Circularity*

**SUPER FLEA MARKET** is committed to support a sustainable system where fashion pieces are continuously reused, repaired, resold, or recycled to minimize waste, extend their lifecycle and reduce the burden of excess production on our planet.


### *NGO Impact Partner Network*

Every piece sold via superfleamarket.org, at impact shopping events or our auctions triggers a donation towards addressing global social and environmental causes. We have partnered with three NGOs to receive funds from SFM to drive the change.



# IMPACT AREA - CIRCULARITY

## *Why it matters*



The fashion industry loves to get us to buy new. New dresses, new accessories, new shoes— new everything. Tempted by the latest trends, we quickly forget that our purchases have consequences — especially for factory workers and our environment. Not only is the textile industry one of the world's largest consumers and polluters of water, but much of fashion is also produced under unjust and precarious conditions in the Global South.

At **SUPER FLEA MARKET**, we invite our community to help us change the current system of excess and inequality.

By buying our high-quality pre-loved clothes and accessories, you can give them a second life and reduce the need for new items. This reduces waste, resource consumption and greenhouse gas emissions.

We believe fashion should be always joyful and never harmful to people or our planet. Join us in advancing the circular economy. Together, let's use fashion for good.



# FASHION'S FOOTPRINT

## *The cost of clothing*

400 %

Global clothing production has increased by 400 % over the last 20 years due to fast fashion trends.

\*GWU Law, 2021

20 %

The textile industry is responsible for approximately 20 % of global clean water pollution.

\*European Parliament, 2024

92 Million

Every year, the fashion industry generates about 92 million tons of textile waste globally.

\*UNEP, 2024

60 %

60 % of all garments produced end up in a landfill or are incinerated each year.

\*McKinsey, 2024

44 %

Doubling the lifespan of garments could cut the fashion industry's greenhouse gas emissions by 44 %.

\*McKinsey, 2019

10 %

A 10 % increase in second-hand fashion sales could save 3 % of carbon emissions and 4 % of water consumption.

\*UPCTech, 2022



# OUR NUMBERS

*How selling pre-loved pieces had an instant impact on the world.*

By choosing second-hand over new, our sales led to saving

*131,500 of water*

the equivalent of nearly 875 bathtubs (150 liters each), or enough drinking water for 90 people for a year.

We prevented the emission of

*687 kilograms of CO<sub>2</sub>*

roughly equal to: Driving a car for 4,000+ kilometers. Charging 85,000 smartphones.



# SFM IMPACT PARTNER NETWORK

## *Introducing our NGO Partners*

At **SUPERFLEA MARKET**, impact is at the heart of everything we do.

Every transaction directly supports trusted NGOs working across key areas like environmental protection, gender equality, education, health, and disaster relief. Our model turns circular fashion into a sustainable funding stream for those creating real change on the ground. Together we're building a global alliance to advance social and environmental justice.

We are proud to launch with three incredible partners who reflect the diversity and urgency of our mission:

**All Hands & Hearts** responds to natural disasters by providing both immediate relief and long-term recovery support to affected communities.

The **Toni Garrn Foundation** empowers girls and young women in Sub-Saharan Africa through access to education, vocational training, and healthcare — advancing gender equity and long-term opportunity.

**Re:wild** works to protect and restore biodiversity by conserving vital ecosystems and wildlife around the world.

We carefully select our partners based on clear criteria: grassroots, community-based work and official charity registration. What unites us is a shared commitment to long-term impact. We're in close, ongoing dialogue with each partner — through regular meetings, updates, and collaborative sessions — making sure our support goes exactly where it's needed most.



# ALL HANDS AND HEARTS

All Hands & Hearts (AH&H) is a volunteer-powered nonprofit that addresses the immediate and long-term needs of communities impacted by natural disasters.

Since its founding in 2005, AH&H has responded to disasters worldwide, including typhoons in the Philippines, earthquakes in Nepal and Mexico, and hurricanes across the United States. In 2024, the organization conducted 23 response programs, directly impacting over 33,000 individuals.

AH&H emphasizes sustainable, community-led rebuilding efforts, focusing on constructing disaster-resilient schools and homes. With 95% of every dollar donated spent directly on programs, donors can trust that their contributions make a tangible impact.

The organization's approach combines early response with long-term recovery, ensuring that affected communities receive comprehensive support.

Curious? Take a look:  
[allhandsandhearts.org](https://allhandsandhearts.org)  
[@allhandsandhearts](https://www.instagram.com/allhandsandhearts)

29

Countries served

> 1,470,600

Lives impacted

> 187

Disaster programs





# TONI GARRN FOUNDATION

The Toni Garrn Foundation (TGF), established in 2016, is dedicated to empowering girls and young women in Sub-Saharan Africa through education, healthcare, and vocational training.

Operating Ghana, Uganda and Burundi, TGF collaborates closely with local partners to implement community-driven programs that address the unique challenges faced by girls in rural areas.

TGF's holistic approach encompasses the construction and renovation of schools, dormitories, vocational training facilities and health centers, ensuring that girls have safe and supportive environments to learn and thrive.

The foundation maintains minimal administrative costs to maximize direct project funding, ensuring that resources are effectively utilized to benefit the communities and their partners..

Curious? Take a look:  
[tonigarrnfoundation.org](https://tonigarrnfoundation.org)  
[@tonigarrnfoundation](https://twitter.com/tonigarrnfoundation)

> 900

Women ensured safe  
childbirths in their  
maternity clinics.

> 54,000

Patients successfully  
received medical care  
in their partner clinic.

> 6,000

Students gained access  
to education through  
their partner schools.



# RE:WILD

Founded by a group of renowned conservation scientists together with Leonardo DiCaprio, Re:wild focuses on nature as the most effective solution to the interconnected climate, biodiversity, and human wellbeing crises.

They partner with individuals, nongovernmental organizations, Indigenous and local communities, government agencies, corporations, and foundations to accomplish their mission.

Re:wild enhances its reputation through strategic partnerships and influential collaborations, underscoring a deep commitment to biodiversity conservation. By cultivating a global community and providing practical tools for engagement, it empowers individuals and organizations to integrate rewilding into the fabric of daily life.

Curious? Take a look:  
[rewild.org](https://rewild.org)  
[@re:wild](https://twitter.com/re:wild)

500

Partners worldwide

460

Million acres of land protection (approx. 186 million hectares) of land.

<3,000

Animal species preserved.



# BETTER TOGETHER

## *with our NGO Partners*

### 2024 PROJECT HIGHLIGHTS





# GLOBAL IMPACT WITH OUR NGO PARTNERS

*Regions where their work has made a difference*

**Re:wild**

Argentina  
Australia  
Belize  
Benin  
Bolivia  
Botswana  
Brazil  
Cambodia  
Cameroon  
Canada  
Central African Republic  
Chile  
China  
Colombia  
Congo  
Costa Rica  
DR Congo  
Dominican Republic  
Ecuador  
El Salvador  
Equatorial Guinea  
Ethiopia  
Fiji  
France  
French Guiana  
Gabon  
Germany  
Ghana  
Guatemala  
Guyana  
Honduras  
India  
Indonesia  
Italy

Jamaica  
Japan  
Kenya  
Laos  
Liberia  
Madagascar  
Malaysia  
Mexico  
Mongolia  
Mozambique  
Myanmar  
Namibia  
Nepal  
New Caledonia  
New Zealand  
Nicaragua  
Nigeria  
Norway  
Pakistan  
Panama  
Papua New Guinea  
Paraguay  
Peru  
Philippines  
Republic of Congo  
Rwanda  
Samoa  
Senegal  
Solomon Islands  
Somalia  
South Africa  
South Korea  
Spain  
Sri Lanka  
Sudan

Suriname  
Tanzania  
Thailand  
Uganda  
United Kingdom  
USA  
Uruguay  
Vanuatu  
Vietnam  
Zambia

**AH&H**

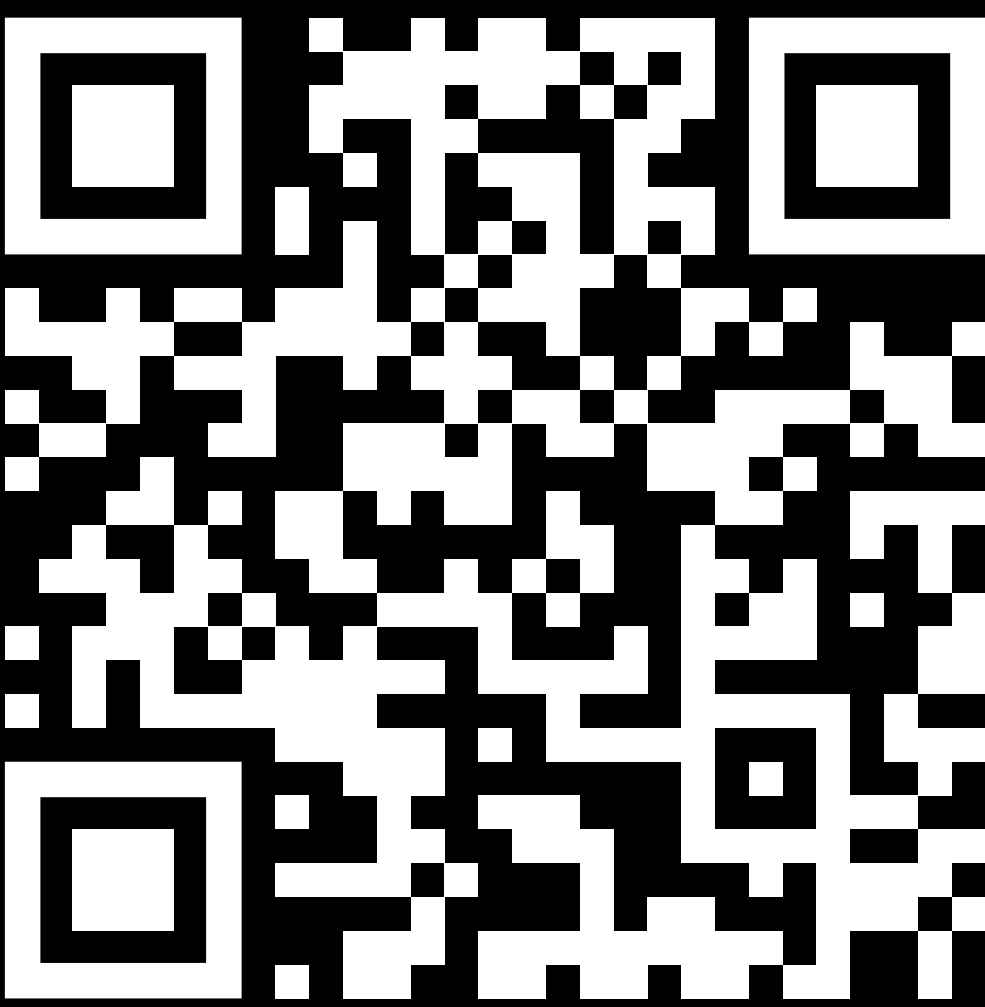
Australia  
Bangladesh  
Brazil  
Bahamas  
Chile  
Colombia  
Dominica  
Ecuador  
Fiji  
Guatemala  
Haiti  
Indonesia  
Japan  
Malawi  
Mexico  
Mozambique  
Nepal  
Peru  
Philippines  
Puerto Rico  
Thailand  
Turkey (Türkiye)  
USA

Guam  
Ukraine  
Virgin Islands (UK)  
Vietnam  
Virgin Islands (US)

**TGF**

Burundi  
Ghana  
Uganda

Support the  
work of the  
NGOs directly:



Re:wild



All Hands and Hearts

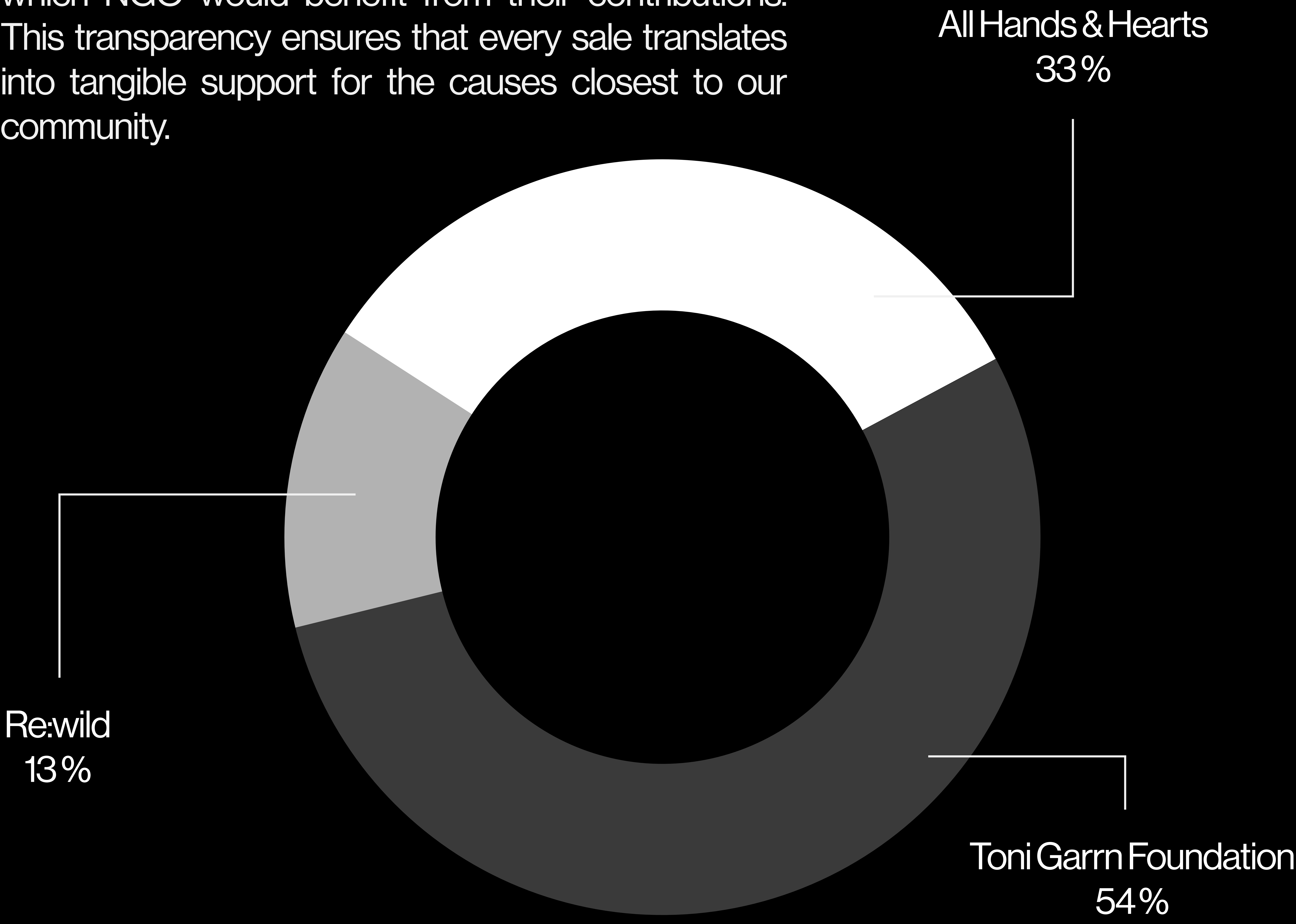


Toni Garrn Foundation



# HOW YOUR FASHION DONATIONS CREATE IMPACT

At **SUPER FLEA MARKET**, fashion donors (celebrities, talents, cultural voices) directly chose which NGO would benefit from their contributions. This transparency ensures that every sale translates into tangible support for the causes closest to our community.



*10%*  
of every sale (from the net sales price) flows into our Impact Solidarity Fund, which is equally shared across all NGO partners — strengthening collective impact beyond individual choices. The 10% are already reflected in the above shown diagram for 2024.

*Outlook*  
“Let clothes do good.” is more than a claim — it is our guiding principle. Our ambition goes far beyond 2024: we are committed to driving year-on-year financial growth, amplifying awareness, and creating lasting change together with our partners in the years to come.



# BARRIERS TO SOLVE

## *Packaging & Waste Reduction*

### **The challenge**

Even sustainable packaging requires resources, and smaller companies face limits in sourcing fully circular solutions.

### **How we address it**

- A simple, carefully chosen set of materials.
- Boxes made from grass fibers and recycled paper, plastic-free.
- All packaging is recyclable or reusable, with FSC® certification where possible.
- Local sourcing to cut transport emissions.

### **Our commitment**

We aim for packaging that is transparent, recyclable, and increasingly circular by:

- Expanding compostable and reusable options.
- Reducing material use and fillers.
- Exploring partnerships for recycling and reuse.

Packaging is more than a necessity — it's an opportunity for innovation and responsibility.

## *Transport & Global Shipping*

### **The challenge**

Global shipping is a major emissions driver in resale, with air freight creating the biggest footprint.

### **How we address it**

At **SUPER FLEA MARKET**, we rethink how pre-loved fashion travels:

- A central warehouse streamlines orders and avoids unnecessary shipping.
- In the US, a donation storage facility helps us bundle items, cutting transport needs.
- We prioritize lower-carbon options, encouraging slower, greener delivery.

### **Our commitment**

We focus not only on offsets but on real reductions:

- Bundled shipments and careful planning.
- Low-carbon delivery options for customers willing to wait.



# OUTLOOK

**SUPER FLEA MARKET** will scale its impact continuously increasing donation funds, expanding partnerships, and launching sustainable innovations — from circular packaging solutions to regional logistics hubs. Our goal is to build a stable income stream for NGO partners, reduce environmental impact, and deepen our role in driving awareness and action within the circular fashion movement.



At SUPER FLEA MARKET, every piece reflects multiple layers: luxury, identity, and value that goes far beyond style.

We believe fashion can do more than dress us, it can connect people, spark change, and carry stories forward.

— The Founders: Toni, Charlotte, Coralie