

Ad-generating QR codes incorporated into garments to make resale easy

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Most people only wear a fraction of the clothes they own. To keep their products in use, the Danish fashion brand Samsøe Samsøe is adding smart labels that simplify future resales. Sewn into each garment is a unique QR code that's linked to its specific data set — fabric, color, size, and original price. When a customer decides to clear that item out of their closet, it more or less sells itself. After scanning the code and connecting to a Facebook account, an ad is automatically generated and populated with the garment's details and photos. The owner only needs to add the condition it's in and the price they're asking. Samsøe Samsøe prepays costs for a micro campaign on Facebook and Instagram, targeted hyper-locally to avoid long-distance shipping. Resell Tag launched in May 2022 on eight styles in Samsøe Samsøe's collection, with plans for a further roll-out over the next year.

Analyst's take

Fashion is one of the world's most polluting industries, so there's every reason to buy fewer new items. While peer-to-peer commerce has taken off in a big way — the fashion resale market grew by 69% between 2019 and 2022 — the hassle involved still puts many people off.

By introducing a solution that's both tech-driven and sewn-in, Samsøe Samsøe removes friction from the reselling process and actively prompts customers to extend a product's lifecycle.