Otrium

WIRED presents Otrium in 'Europe's 100 Hottest Startups'

Dutch online fashion outlet, Otrium, has been named in the list 'Europe's 100 Hottest Startups'.

Each year WIRED sends reporters to Europe to get to know the brilliant minds and ambitious companies that will make a different in the long run.

Amsterdam is named one of the start-up cities in Europe.
Otrium, together with Dutch startups Harver, Hiber, Shypple, Helloprint, Fairphone, Ohpen, MessageBird, Hotelchamp & Felyx, is included in the annual list of technology magazine Wired.

At Otrium you can get access to the online outlets of famous and upcoming brands. The online platform facilitates the complete technology and logistics for the fashion brands, so they don't have to invest themselves to open an (online) outlet. Thanks to Otrium's innovative technical and logistical platform, customers get an optimal e-commerce experience.

Since 2015 Otrium has been helping fashion brands to open an outlet store effortlessly with all the associated benefits. By using Otrium as online fashion platform brands can sell items to an online community of fashion lovers, while retaining full ownership of all products until they are sold.

ABOUT OTRIUM

We're here to unlock the full potential of fashion outlet online. Otrium's full-service marketplace enables fashion brands to open an outlet store with zero effort and all the benefits. Through their Otrium store brands can sell outlet and previous collections to an online community of fashion lovers, while keeping full ownership of all items until sold. By opening a sale channel on Otrium's online marketplace, brands get faster turnover on their outlet and previous collections, access a fast-growing international shopping community and gather insightful data on

their sales and following. We offer a full-priced service on off-priced collections. Our marketplace is brand strengthening and our customers always have a first-class shopping experience.

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