

RETAILING

Goodfair Inc. nabs seed funding for online thrift store



By **Chris Mathews**
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Goodfair Inc., a Houston-based startup that resells secondhand clothing through an online platform, nabbed millions of dollars in seed funding.

Goodfair closed a \$3.6 million seed round in mid-July, a company representative confirmed to the Houston Business Journal. The seed round was led by Imaginary Ventures and saw participation from MaC Venture Capital, Global Founders Capital, Willow Growth Partners, Watertower Ventures, Amplify.LA, Capital Factory and Texas Ventures.

Goodfair operates an online thrift store platform that ships bundles of secondhand clothing items in variety packs to customers. The bundles range from \$15 up to about \$80 and include unisex pre-worn polos, T-shirts, baseball caps, hoodies and more. Goodfair sells only recycled clothing to reduce costs, decrease its environmental footprint and eliminate the need to shift clothing production to low-wage "sweatshop" factories around the world, according to the company's website.

After launching in April 2019, the resale clothing startup recently expanded its business to serve customers in Canada on July 1.

"We created Goodfair because we saw an opportunity to help shift the way people think about consumerism," [Topper Luciani](#), founder and CEO of Goodfair, said in a statement. "The continued growth we're seeing across our business and in the broader resale category is energizing and encouraging. We're excited to use this funding to invest in growing our own team, as we scale our business here in the U.S. and, as of last month, Canada."

Goodfair plans to use its seed funding to invest in growing its team and to meet increased international demand in Canada. While Goodfair sees opportunity in expanding into additional countries in the future, the firm is currently focused on its North American business, according to the spokesperson. Goodfair aims to hire between 10 and 20 new team members over the course of the next year in marketing, merchandising and warehouse operations roles.

"Since we launched Imaginary in 2017, our team has been actively focused on opportunities in the secondhand market," [Nick Brown](#), managing partner at Imaginary Ventures, said in a statement. "What we loved most about Goodfair was their modern revitalization of thrift – taking a market that was traditionally perceived by the customer as dated and reinventing it with a relevant, youthful, humorous and modern positioning."

Goodfair employs 16 workers total, 10 of whom are based in the Houston region. The company is headquartered at 6625 Supply Row in Houston's East End.

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