

## Case Study: A Fashion Designer Clears \$40K of Last-Season Inventory in Two Weeks

**Vertical:** Retail / Fashion

**Trade volume:** \$40,000

**Cash spent:** \$0

**Time to clear inventory:** Two weeks

### THE SITUATION

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A fashion designer was sitting on \$40,000 worth of last-season handbags and store returns: real inventory, already paid for, taking up space and losing relevance with every week it stayed on the shelf. Discounting it for cash would have meant selling below cost and training customers to wait for markdowns on future collections.

### THE TRADE

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Rather than liquidate at a steep cash discount, the designer worked the inventory directly through the trade exchange network, using in-person office visits with fellow members to move product. Buyers paid in trade credit instead of cash. The designer then spent that credit on real operating needs: parking, travel, hotels, photography, restaurants, printing, and other perks used to run the business day to day.

### THE OUTCOME

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The full \$40,000 in inventory sold out in two weeks, at full trade value rather than a discounted cash price, and the proceeds went straight to covering expenses the business already had to pay for anyway.

### WHAT TIE MEMBERS CAN TAKE AWAY

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Retail and fashion businesses carry dead stock the same way a hotel carries an unsold room: it is capital already spent that produces nothing sitting on a shelf. A trade exchange lets that inventory move at full value instead of a discount, and the credit earned goes directly against real operating costs like travel, marketing, and professional services, not just future purchases from the same category.

*This is a real, completed trade documented in Barterfy's network history. The designer's brand is not identified publicly per an existing agreement. Barterfy is the AI-native trade exchange and cashless payment rail powering TiE Commerce ([tiecommerce.org](https://tiecommerce.org)).*

