Ghost owner and New Look founder invest in Loop Generation

By Sandra Halliday - April 19, 2022

Two major UK fashion movers and shakers have invested in designer resale start-up Loop Generation. The London-based circular-economy venture offers pre-loved, luxury fashion in womenswear, menswear, accessories and footwear, all of it curated by founders Ewa Kozieja and Piotr Krzymowski.

The value of the investment by Ghost and Finery owner (and Dragon's Den star) Touker Suleyman and New Look founder Tom Singh wasn't revealed.

Suleyman said he’s “excited” to be working with the company and Singh said he’s “inspired by co-founders Ewa and Piotr and what they have built so far within the resale landscape”.

The business launched as an online marketplace for pre-owned luxury fashion in 2019 and this month opened its first physical store at 295 Brompton Road in London’s Chelsea.

Interestingly, as well as stocking high-end fashion labels such as Chanel, Balmain, Saint Laurent, Gucci, Fendi, Hermès, Dolce & Gabbana and Prada, it also carries unused beauty products from names including 111 Skin, La Mer and Jo Malone.

Loop, whose products are fully authenticated, aims to help reduce clothing waste and to be as sustainable as
possible throughout its operations with each item being delivered to customers in packaging that's fully degradable.

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