



About Crossroads Trading Company

Company Background

Crossroads is a new and recycled fashion retailer that has been serving its fashionable and environmentally conscious customers since 1991.

We provide three great opportunities for our customers:

- To sell their gently used clothing for cash or trade in our store.
- The knowledge that they kept that clothing out of landfill
- A chance to buy great name brand and designer clothing at a greatly discounted price

We have won over 70 “Best of” awards, including favorites like “Best Place to Get \$200 denim for \$20” and “Best Way to Profit From Your Giveaways.”

Specialties

Crossroads focuses on environmental and social responsibility.

We specialize in high-quality name brand clothing at exceptionally reasonable prices. Think Marc Jacobs, Coach and Banana Republic for a fraction of original retail prices.

Because we buy most of our merchandise directly from our customers, each store directly reflects the neighborhood it's in. This makes every store unique to its market.

Our Future

As the importance of green living gains prominence, our customers are excited to learn that they are helping the environment by shopping with us.

There is a growing acceptance of secondhand clothing that has given us an edge in today's retail industry.

Learn more about us at www.crossroadstrading.com or by calling our Media Contact, Kathy King at 510.559.9600 x335



Customer Testimonials

"It now has become impossible for me to shop at normal stores. Even Nordstrom Rack pales in comparison. The staff at Studio City store is absolutely superlative. Thank you for all of your help this past year!

Laurie Laxdal – *North Hollywood, CA*

"I love your different styles and good offers. I don't like to throw away usable clothes so being able to recycle makes me feel good. Just want to tell your company that you guys are the best and I love shopping there."

Stephanie Hernandez – *Santa Ana, CA*

"I would love to thank you for the wonderful shopping experience I had at your store on Fillmore Street in San Francisco. It was a beautiful store tucked in a vibrant neighborhood. We often make trips to San Francisco as we are from Reno, and we make it a point to visit your store when possible. It has been nothing but excellent. Great staff and selections."

Jackie B. – *Reno, NV*

"Unlike other similar stores such as Buffalo Exchange and Plato's Closet, Crossroads offers an amazing selection with prices to match. I have found more success at Crossroads than any of its competitors and I have been going to Crossroads for half the time. I have found everything from brand new w/ tags Prada aviator sunglasses for \$45 to two pairs of 7 for All Mankind jeans for only \$30 each! Crossroads is certainly the place to go if you are looking for quality designer merchandise for an extremely cheap price!"

Austin – *Seattle, WA*



Best Of Awards

Crossroads Trading Co. has won over 70 “Best of” awards, including favorites like “Best Place to Get \$200 Denim for \$20” and “Best Way to Profit From Your Giveaways.”

2009	Best Used Clothing Store	Chicago Reader
2009	2nd Place - Best Thrift Store	Santa Cruz Metro
2009	1st Place - Best Vintage Clothing	Santa Cruz Metro
2009	1st Place - Best Men's Clothing	Santa Cruz Metro
2009	1st Place - Best Women's Clothing	Santa Cruz Metro
2008	Best Women's Apparel	Silicon Valley, The Wave
2008	Best Recycled Clothing Store	Oakland Magazine
2008	Finalist - Best Cheap Clothing	Seattle Times
2008	2nd Place - Best Women's Clothing	Santa Cruz Metro
2008	2nd Place - Best Thrift Clothing	Santa Cruz Metro
2008	3rd Place - Best Vintage Clothing	Santa Cruz Metro
2008	2nd Place - Best Vintage Clothing Store	Sacramento News & Review
2008	Best Women's Clothing	East Bay Express
2008	Best Way to Profit for your Giveaways	New City Chicago
2007	Best Place to get \$200 Denim for \$25	Seattle Seattle Weekly
2007	Best Resale Store	East Bay Express
2007	1st Place - Best Vintage Clothing	Silicon Valley Metro
2007	1st Place - Best Clothing Boutique	Silicon Valley Metro
2007	Best Women's Apparel	Silicon Valley The Wave
2007	Best Vintage Clothing Store	Santa Cruz Good Times
2007	2nd Place - Best Vintage Clothing Store	Sacramento News & Review
2007	2nd Place - Best Women's Clothing	Santa Cruz Metro
2007	2nd Place - Best Men's Clothing	Santa Cruz Metro
2007	3rd Place - Best Thrift Clothing	Santa Cruz Metro
2006	Best Recycled Clothing Store	Oakland Magazine
2006	Best Used Clothing	Daily Californian, UC Berkeley
2006	Best Recycled Fashion	Silicon Valley, The Wave
2006	Best Thrift Store	SF Weekly
2006	1st Place - Best Vintage Clothing	Silicon Valley Metro
2006	2nd Place - Best Clothing Boutique	Silicon Valley Metro
2006	Finalist - Best Secondhand Shopping	LA City Beat
2006	Best Resale Store	East Bay Express
2006	Best Women's Clothing	East Bay Express
2006	Best Men's Clothing	East Bay Express
2006	Finalist - Best Bargain Clothing Shop	Seattle Times
2006	Finalist - Best Salvage/Eco-Friendly Store	Seattle Times
2006	3rd Place - Best Women's Clothing	Santa Cruz Metro
2006	3rd Place - Best Vintage Clothing	Santa Cruz Metro
2006	3rd Place Best Discount Clothing	San Francisco Citysearch
2005	Best Vintage Clothing Store	Sacramento News & Review
2005	Finalist - Best Bargain Clothing Shop	Seattle Times
2005	Best Women's Clothing Store	SF Weekly



Best Of Awards continued

2005	2nd Place - Best Men's Clothing	Santa Cruz Metro
2005	2nd Place - Best Women's Clothing	Santa Cruz Metro
2005	1st Place - Best Vintage Clothing	Santa Cruz Metro
2005	Best Vintage Apparel	Silicon Valley, The Wave
2005	Best Used Clothes	Daily Californian, UC Berkeley
2005	Highest Paying Clothing Buyers	East Bay Express
2004	Best Vintage Clothing	Sacramento News & Review
2004	Best Vintage Apparel	Silicon Valley, The Wave
2004	Best Women's Clothing	East Bay Express
2004	Best Vintage Store	SF Weekly
2004	Best Vintage Clothing Store	San Francisco Bay Guardian
2004	Best Cheap Designer Wear	San Francisco Bay Guardian
2003	Best Place to Buy Used Clothing	Sacramento News & Review
2003	Best Clothing Boutique	Silicon Valley Metro
2003	Best Used Clothing Store	East Bay Express
2003	Best Vintage Clothing Store	SF Weekly
2003	Best Secondhand Clothing	San Francisco Magazine
2002	Best Place to Buy Used Clothing	Sacramento News & Review
2002	Best Place to get a Bargain Outfit	Silicon Valley Metro
2002	Best Resale/Consignment Shop	Sacramento Magazine
2001	1st Place - Best Women's Clothing	Silicon Valley Metro
2001	2nd Place - Best Men's Clothing	Silicon Valley Metro
2001	2nd Place - Best Vintage Clothing	Silicon Valley Metro
2000	Best Used Clothing Store	Sacramento News & Review
2000	Best Used Clothing Store	Sacramento Magazine
2000	Best Vintage Store	SF Weekly
2000	Best Vintage Clothing Store	San Francisco Bay Guardian
1999	Best Retro Wear	Sacramento News & Review
1998	Best Vintage/Consignment Store	Silicon Valley Metro
1997	Best Used Clothing Store	San Francisco Bay Guardian
1997	Best Place to Indulge Your Fashion Jones	Sacramento News & Review
1996	Best Place for Cheap Clothes	Sacramento News & Review
1995	Best Recycled Clothing Store	Sacramento News & Review
1994	Best Used Clothing Store	San Francisco Bay Guardian
1994	Best Used Clothing Store	Sacramento News & Review
1994	Best Vintage Store	SF Weekly
1993	Best Used Clothing Store	Sacramento News & Review