

Brandear boosts B2B and cross-border business with PayPal Invoicing



Since its founding in 2007, Japanese company Brandear has been a leader in the burgeoning preloved goods market. Driven by a focus on environmental responsibility and ethical consumption, Brandear and parent company Defactostandard, Ltd. have built a platform for consumers to find affordable and valuable pre-used fashion items.

Brandear carefully evaluates each item before finding a price representing its true value. And consumers across the globe are taking note. "The overseas market is becoming aware that Japan has a wide range of reasonably priced, one-of-a-kind items that are in good condition and have a story to tell," says Bairai Ka of Sales & Business Development at Defactostandard.

Today, Brandear has become a global name for its ability to help people find items with rich stories.

The opportunity.

Brandear wanted to find a better payment provider to help them increase sales domestically and overseas.

As Brandear started seeing an increase in overseas and business-level interest, they knew they needed to adapt to meet this rising demand. "Consumer sentiment toward preloved items is more upbeat now," says Ka. "We've even had buyers for large B2B transactions coming to our warehouse in Japan."

However, preloved items come with unique challenges around pricing — value for these items can fluctuate enormously. "All of the products we handle are one-of-a-kind," notes Tsutomu Maya, Manager of Sales & Business

Development at Defactostandard. "Even identical products have different condition ranks. They're different products with different values."

With these strong market growth trends in mind, Brandear set a goal to raise their ratio of overseas and domestic sales to 50:50. But to meet that goal, they knew they needed a payment solution that both instilled deep trust in their global customer base and allowed for expedient buying and delivery.



The convenience and reliability of PayPal have become so widespread that it's like a common language.

Tsutomu Maya

Manager of Sales & Business Development, Defactostandard



The solution.

Through PayPal, Brandear and Defactostandard found a common language for their customers.

With their unique needs around invoicing, the company's e-commerce payment needs could only be met by a limited number of providers. Brandear and Defactostandard turned to PayPal, citing the platform's international accessibility and brand recognition, as well as its powerful time-saving functionality.

By utilizing PayPal's API, Brandear was able to streamline the complicated billing process across various countries. And through PayPal Invoicing, they were able to access the tools they needed to create and issue invoices for each transaction — without any time- and labor-intensive e-commerce customizations.

These changes also allowed Brandear to offer customers flexible payment options, such as volume or shipping discounts, further instilling trust in the buying process among a global customer base.

"When we present PayPal as the first payment method, most of our customers readily agree," says Maya.

The impact.

PayPal Invoicing is helping Brandear streamline and accelerate international growth.

With PayPal Invoicing, Brandear found they could complete each transaction with only a few clicks. Meanwhile, customers benefitted from a smoother, faster purchase process — from ordering to delivery.

“The time from placing the order to delivery of the product is extremely important,” says Maya. “PayPal allows us to confirm payment quickly, giving us shorter lead times — an advantage over bank transfers.” Maya also notes that these time improvements are crucial in enhancing user experiences.

As PayPal Invoicing is also now available to businesses who don’t have PayPal accounts, it has opened more doors for Brandear to conduct B2B transactions, both in Japan and overseas. PayPal Invoicing supports 22 currencies, removing barriers around currency conversion, and provides clear transaction limits. The effect: Both businesses and consumers have greater peace of mind as they conduct transactions across the globe with Brandear.

“No matter how high-quality and attractive our products are, our customers need a smooth payment process,” Maya says. “We consider PayPal essential for the growth of our overseas sales business.”



Faster payment confirmations with PayPal, shortening lead times.*



3 clicks to create a customized invoice.*



22 currencies supported with PayPal Invoicing.*

*Data source is from Brandear, 2023. These results may not be typical and may vary substantially by business. This content is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.