Clothia is a U.S.-based, curated marketplace that showcases the best up-and-coming fashion designers from around the world—managing operations and distribution so their designers can focus on design, artistic expression, and manufacturing. The company currently represents 140+ designers in 24 countries.

What Clothia needed was to create a payment option for their designers that was as seamless and joyful as the buying experience they’ve created for their customers.

**USDC payouts are tailored to fit marketplaces and sellers alike.**

Clothia recently partnered with Visa, Circle and Crypto.com to employ a faster, easier way for online marketplaces to pay sellers using USDC.

In short, Visa enables these modern payouts with the help of Circle and Crypto.com. Circle converts dollars from Clothia’s bank account to be paid out as USDC. Crypto.com—a Visa Global Alliance Partner and Principle Member—then provides the custodial digital wallet where designers can securely receive and store their USDC payments from Clothia. Wallets such as Crypto.com perform the critical role of supplying the Visa credentials on both ends of the transaction to easily convert digital currencies into flat currencies.
Clothia has been able to reduce their payment processing time from days (and sometimes weeks) to minutes.

Clothia has created a pilot program for making fast USDC payments to participating designers from Europe, with plans to eventually enable all their marketplace payouts to happen instantaneously on the blockchain.

It’s a new way to pay that lets both Clothia and their designers do what they do best: create and sell the latest fashions to customers around the world.

Clothia reduces operational costs while better serving designers by:

• Providing immediate payouts to designers
• Initiating all payments in U.S. dollars via Circle, streamlining internal processes
• Increasing designer satisfaction and retention with an improved payment experience

Designers get fast payments to their Crypto.com wallet where they can:

• Keep USDC in their Crypto.com wallet or transfer to a local bank
• Spend USDC via an associated Visa card with global acceptance at 70M+ merchant locations
• Earn rewards of up to 14% per year by locking up USDC into the Crypto Earn product*

*Find out more here

Crypto.com gets to grow their business by:

• Leveraging USDC as payout option for businesses
• Expanding the number of Crypto.com wallets
• Accelerating adoption of digital currencies for daily transactions

“We’ve gone from dealing with payment issues to delighting our designer partners with a new, fast, and simple payout option.”

Elena Silenok, CEO, Clothia

Paying in USDC directly into Crypto.com wallets is helping Clothia increase satisfaction with their current designers, while creating a competitive difference by offering sellers additional payout options.

And Visa, together with its global partners, is helping unlock crypto’s many possibilities—by simplifying payouts and making it easier and safer to send and spend digital currencies.

Contact your Visa account executive to learn more about Stablecoin Payouts or visit visa.com/crypto