

BuyMeOnce: Sustainable retail startup launches crowdfunding campaign in bid to grow buy-for-life 'movement'

A female-founded, [London](#)-based sustainable retail [startup](#) has launched a £500,000 crowdfunding campaign in a [bid](#) to grow its buy-for-[life](#) "movement".

BuyMeOnce.com [rates](#) and sells durable products that come with a lifetime guarantee.


Its founder, north Londoner Tara Button, launched the [business](#) aged 31 in 2016 on a [mission](#) to reduce consumer waste and help the planet by bringing back the mostly-lost [trend](#) of buying household items for life, and even to pass on to your [children](#).

The startup has recorded record revenues since the pandemic hit, with the sales growth fuelled by city-dwelling millennials and Gen Z-ers in the 25-40 age bracket.

The company has seen revenues grow by over 300% in the year, from £158,000 in 2019/20 to £680,000 in 2020/21. Annual customer numbers tripled from 2,112 to 6,002, while returning customers increased by 465%, the startup said.

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BuyMeOnce expects turn a profit for the first time in the next financial year.