

Fashioning a new way to pay.

How one global marketplace is using stablecoin payouts to reshape the payment experience.



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.

Traditional cross-border payments are complex, costly, and can take a long time to process.

Given their global business model, Clothia must make timely payments to designers around the world. Clothia found themselves spending far too much time and money managing payments, which took them away from supporting their designers. And despite their hard work, many designers were often not paid on time—hurting their own cash flow and limiting their productivity.

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 fiat currencies.

Stablecoin Payouts

USDC payouts are made to designers across secure, blockchain networks

Designers receive USDC to their Crypto.com wallets, one of 50+ Visa-vetted partner wallets

Designers make purchases everywhere Visa is accepted with their Crypto.com Visa card



Circle seamlessly converts U.S. dollars to USDC



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

Introduction to Stablecoin

Stablecoin¹

A digital currency that addresses price volatility by linking to an underlying asset such as a national currency or a precious metal such as gold.



USD Coin (USDC)¹

A dollar digital currency, or stablecoin, issued by regulated financial institutions and backed by fully reserved assets, redeemable on a 1:1 basis for U.S. dollars. Circle, a global financial technology firm, is the principal operator of USDC.

1. Digital assets are subject to a number of risks, including price volatility. Transacting in digital assets could result in significant losses and may not be suitable for some consumers. Digital asset markets and exchanges are subject to an evolving regulatory environment. Digital assets do not typically have legal tender status and are not covered by deposit protection insurance.

“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



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