

ITV launches official Ebay marketplace **ITV ReLoved**

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ITV today announced that it has partnered with eBay and PropUp Project, a not-for-profit organisation which specialises in rehoming and reselling props and other items from the film and television industry, to launch ITV ReLoved, an official eBay marketplace.

ITV ReLoved will offer fans the chance to get their hands on a wide range of props, costumes, furniture and other behind the scenes items from some of their favourite ITV shows, such as *Coronation Street*, *Emmerdale*, *Ant and Dec's Saturday Night Takeaway* and *I'm A Celebrity... Get Me Out of Here!*

The ITV ReLoved store provides a second life for these items while at the same time offering a simple way for ITV to reduce waste, with all ITV profits going towards charitable causes every year.

The new marketplace has launched with a variety of unique items available to buy, from *Judge Rinder's Crime Stories* desk and *Ant & Dec's Saturday Night Takeaway's* Read My Lips Stool, through to *Emmerdale* resident Mandy Dingle's jumper from the show's 10,000th episode and signed stars from *I'm A Celebrity... Get Me Out of Here!*, with items to be continually added over the coming months and beyond.

As well as the more recognisable items, shoppers will also be able to purchase everyday household goods including tableware, home furnishings and items of clothing from the wardrobe department.

Phil Holdgate, Head of Sustainability at ITV Studios, said: "We are really excited to officially launch the ITV ReLoved eBay store as a way to help us reduce waste by finding new homes for items that ITV doesn't need anymore but are way too good to throw away.

"Collaborating with great partners such as eBay and PropUp Project has been a dream: everyone has been really engaged in this idea since we first started talking about it earlier this year and the feedback has been really positive. The ITV ReLoved store also allows our viewers to own a piece of their favourite shows and, with ITV's profits going to charitable causes, there are numerous benefits."

Emma Chaplin, Co-Founder of PropUp Project, said: "PropUp Project was set up to tackle the waste issue in the screen industries - we are passionate about ensuring leftover props, sets and costumes do not go to waste but find a second life. As a small non-profit organisation, we're really excited to be partnering with ITV and eBay on such an important circular initiative. We are proud to be opening the doors on the ReLoved store - so if you want to don a dress worn by a daytime star, sit on the sofa from an iconic entertainment set, or purchase a keepsake from Corrie, check out the ITV ReLoved store today!"

Earlier this year ITV published its Climate Transition Plan, outlining how it is both playing a significant role in accelerating society's shift to net zero while preparing

to thrive in this transition. ITV is on track to meeting its net zero target, with emissions it controls down 52% compared to a 2019 baseline and emissions it influences down 17% in the same period.

ITV ReLoved joins a host of other initiatives contributing to the plan across the company's offices and operations, such as solar panels on the roof of a barn in Emmerdale and switching to company hybrid or electric vehicles, through to innovations on ITV's productions including the use of virtual studios by ITV Sport and electric batteries replacing diesel generators.

To get a glimpse of what's available, and to hear about new items as they appear on the marketplace, more information can be found by following the @ITVReLoved handles across Instagram, Facebook and X.

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Press Contacts

lee.taylor@itv.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>