

# State of Luxury Resale | Midyear 2018

Exclusive data from The RealReal charting marketplace trends, bestselling brands and emerging designers in luxury fashion resale.



The RealReal

“Luxury resale has become bigger and more mainstream than ever. The industry and the public are looking to this market to determine consumer behavior, and to reveal the brands and trends luxury consumers are after right now.

With over 8 million items sold, we have unique access to data that speaks to these trends, and we're excited to share it in this report.”

—*Rati Levesque*  
Chief Merchant



# INDUSTRY INSIGHTS

## Women's



## Gucci Is King Among Millennials



Search volume for **Gucci bumped Chanel and LV** from the top spots this year for the first time, and **is growing 48% faster among millennials** than other age groups.



**Fendi** is on the rise as logos like the house's **iconic Zucca see a resurgence.**



Céline by **Phoebe Philo** sees an uptick in search with the **departure** of the iconic designer.

### Search Ranking

2018	2017	
1	3	Gucci
2	2	Louis Vuitton
3	1	Chanel
4	4	Christian Louboutin
5	5	Hermès
6	7	Prada
7	8	Céline
8	9	Burberry
9	10	Valentino
10	13	Cartier
11	15	Balenciaga
12	17	Dolce & Gabbana
13	16	Tiffany & Co.
14	12	Tory Burch
15	18	Saint Laurent
16	22	Fendi
17	8	Goyard
18	11	Isabel Marant
19	24	Yves Saint Laurent
20	19	Chloé

## Year-Over-Year Growth Among The 10 Top-Selling Brands













**Gucci leads the pack** under Creative Director Alessandro Michele, **growing 62%** among all age groups in the first half of the year.



**Hermès is the fastest-growing brand among millennials**, growing 71% among shoppers 18-34.

### Sales Growth Across All Age Groups

	1. GUCCI	+62%
	2. HERMÈS	+40%
	3. CHANEL	+34%
	4. CÉLINE	+32%
	5. TIFFANY & CO.	+32%
	6. LOUIS VUITTON	+31%
	7. CHRISTIAN LOUBOUTIN	+29%
	8. VALENTINO	+29%
	9. PRADA	+25%
	10. CARTIER	+13%

## The 5 Most Popular Brands Millennial Women Are Buying & Consigning

**1**  
**CHANEL**

**2**  
**HERMÈS**

**3**  
**LOUIS VUITTON**

**4**  
**GUCCI**

**5**  
*Louis Vuitton*

## Shifts In Consignment Resale Value



**+12%**

**GUCCI**

Gucci is up as **Alessandro Michele's new vision** for the house reigns supreme.

**+33%**

**GOLDEN GOOSE**

Golden Goose increases as **women's sneakers & luxury streetwear gain in popularity.**

**+15%**

**ULLA JOHNSON**

Ulla Johnson is up as **new contemporary brands are on the rise.**



**-34%**

**TORY BURCH**

Tory Burch declines as **older contemporary brands struggle.**

**-22%**

**VETEMENTS**

Vetements is down as **shoppers turn to Balenciaga** for Demna Gvasalia's latest designs.

**-27%**

**JOHANNA ORTIZ**

Johanna Ortiz is down as **competing brands offer similar styles at a lower price point.**

## Logo Bags Are Back & Selling Better Than Ever



Iconic, logo-centric styles by heritage brands are seeing rising resale value.



Dior Saddle Bag  
**+89%**



Gucci Web  
**+51%**



Fendi Zucca  
**+32%**



LV Montsouris  
**+26%**



Past-season styles without in-your-face labels are on the decline.



Fendi 2Jours  
**-21%**



Balenciaga Motocross  
**-14%**



Chloé Faye  
**-20%**



JW Anderson Pierce  
**-14%**

# INDUSTRY INSIGHTS

## Men's



# The Top 10 Brands Millennial Men Are Buying & Consigning

## Top 10 Brands Bought By Men 18-34

1. ROLEX
2. GUCCI
3. LOUIS VUITTON
4. CARTIER
5. HERMÈS
6. SAINT LAURENT
7. TOM FORD
8. PRADA
9. BRUNELLO CUCINELLI
10. LORO PIANA

## Top 10 Brands Consigned By Men 18-34

1. GUCCI
2. LOUIS VUITTON
3. HERMÈS
4. SAINT LAURENT
5. TOM FORD
6. SUPREME
7. GIVENCHY
8. CARTIER
9. CHRISTIAN LOUBOUTIN
10. PRADA

## Trends In Mens' Consignment Resale Value



Brands focused on logo revivals and with strong sneaker and statement outerwear offerings are seeing gains in resale value.

**+21%**

**GUCCI**

**+17%**

**AMIRI**

**+16%**

**BALENCIAGA**



Vetements ready-to-wear, Balmain ready-to-wear and Bottega Veneta leather goods are seeing a decline in resale value.

**-20%**

**VETEMENTS**

**-17%**

**BALMAIN**

**-7%**

**BOTTEGA VENETA**

## Dad Knows Best

As designers have made chunky sneakers and formerly frumpy denim cool again, men are searching for dad-style staples.



HAWAIIAN STYLE  
**+84%**



DAD HAT  
**+67%**



FANNY PACK  
**+614%**

# Yeezy Rules Coast To Coast

Top Men's Sneakers By City

