

# STATE *of* LUXURY RESALE

MID-YEAR 2016

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



The RealReal



# THE REALREAL FAST FACTS



4M

4.5 MILLION MEMBERS  
WORLDWIDE



40+

AUTHENTICATORS,  
HOROLOGISTS &  
GEMOLOGISTS



2M

OVER 2 MILLION  
ITEMS SOLD



4

LOCATIONS OFFERING  
FREE JEWELRY & WATCH  
VALUATIONS



# WHO'S UP & WHO'S DOWN

The first half of 2016 saw surprising jumps and shifts among the top 20 best selling brands in the resale market.



As we predicted in 2015, Gucci overtook Prada in the first half of the year rising to #4 with Prada down to #6.



Christian Dior was up from #15 to #11, while Burberry fell from #11 to #16.

VALENTINO



CÉLINE

Valentino is on the rise overtaking Céline at the #7 spot with Céline down to #8.



# WHAT'S IN & WHAT'S OUT

There's a new crop of It bags for 2016 when it comes to retaining resale value.

## TRENDING UP IN RESALE VALUE



CHLOÉ Drew  
+18%



CHLOÉ Marcie  
+15%



GUCCI Soho Disco  
+10%



HERMÈS Constance  
+60%

## TRENDING DOWN IN RESALE VALUE



FENDI 2Jours  
-22%



PROENZA PS1  
-10%



CÉLINE Trapeze  
-10%



CÉLINE Nano Luggage  
-10%



# WOMEN'S LUXURY BRANDS WITH TRIPLE DIGIT GROWTH

Sales of these designers soared in the first half of 2016 year over year.



SAINT LAURENT  
**+167%**



BRUNELLO CUCINELLI  
**+123%**



VALENTINO  
**+110%**



PROENZA SCHOULER  
**+107%**



TOM FORD  
**+106%**



LORO PIANA  
**+101%**



# LUXURY RESALE IMPACTS THE MARKET



## COUNTERING COUNTERFEITS

The RealReal **REMOVED**  
over **1,100 COUNTERFEIT** items  
from the resale market in the  
first half of 2016.



## CHANGING SHOPPING HABITS

**76% OF CUSTOMERS**  
say shopping The RealReal has  
**CHANGED THE WAY THEY SHOP,**  
indicating they check resale value on  
the site before shopping retail.



# INDUSTRY INSIGHTS

## WOMEN'S TRENDS

### SAINT LAURENT SEES STRONG GROWTH

Sales of Saint Laurent **GREW 167%** year over year, a trend spurred on by Hedi Slimane's exit as Creative Director in April.



### VALENTINO RAINBOW COLLECTION



Valentino was on fire this year, with **SALES UP 110%**, due in part to the success of their Rainbow 1973 Collection.

### BOHEMIAN RHAPSODY

From Zimmerman to Johanna Ortiz, this year is all about the **BOHO DRESS**, with sales of the style **UP 71%**.



### SICILIAN SUCCESS FOR DOLCE & GABBANA



Sales of the brand **ROSE 68%** versus 2015 with the romantic, Italian-inspired designs of its **SICILY COLLECTION**.

# INDUSTRY INSIGHTS

## MEN'S TRENDS

### JUSTIN O'SHEA BRINGS BACK BRIONI

Sales of the suiting brand **DOUBLED** in May, and continue to climb.



### MEN CATCH UP WITH CONSIGNMENT TREND



Men's consignment more than **DOUBLED**, growing **108%** year over year.

### MEN'S SUITING UP 60%

Sales of designer **SUITING** by brands like **TOM FORD** and **DIOR HOMME** are eclipsing heritage brands like Loro Piana and Zegna.



### EVEN MORE MEN WILL BUY BIRKINS



Due to supply and demand, we introduced the **MEN'S BIRKIN** category at the beginning of the year, which has seen **100% SELL THROUGH.**

# INDUSTRY INSIGHTS

## JEWELRY & WATCH TRENDS

### BRICK & MORTAR STILL MATTERS

In the first half of 2016, we provided valuations of **15,000 ITEMS** at our four locations for consumers curious about the value of their fine jewelry and watches.



### VERDURA LEADS THE PACK



**VERDURA** is the **FASTEST SELLING** jewelry brand on our site, with over 80% selling within 30 days at an average price point well over **\$6,000**.

### PEOPLE SAY 'I DO' TO CONSIGNED ENGAGEMENT RINGS

One of our fastest growing categories, engagement ring sales **INCREASED 280%** year over year.



### WATCHES ARE HAVING A MOMENT



Another fast-growing category, luxury watches saw **150% GROWTH** in the first half of 2016, with Rolex, Cartier and Patek Philippe driving sales.



# INDUSTRY INSIGHTS

## INTERNATIONAL RESALE TRENDS

Three countries lead international sales,  
all of which have seen **GROWTH TRIPLE** year over year.



### AUSTRALIA



We ship more **HERMÈS BIRKINS** and **KELLYS** to Australia than any other country outside the U.S.



### UNITED ARAB EMIRATES



UAE sales are led by **CARTIER** and **UNBRANDED** fine jewelry and watches.



### JAPAN

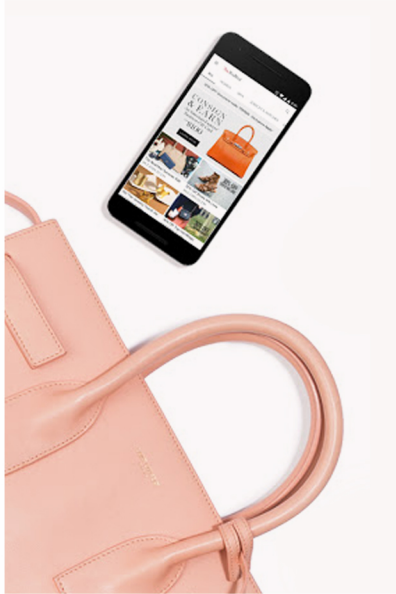


Sales of **FENDI** edged past Gucci in the first half of the year due the popular **PEEKABOO BAG**.

# 2016 PREDICTIONS

## WOMEN'S

### MOBILE WILL SURPASS DESKTOP



By year end, customers on mobile and tablet devices will surpass desktop sales, driven by our iOS App and mobile responsive site.

### AUSTRALIAN SALES WILL SPIKE



Down Under designers like Ellery and Zimmerman are gaining in popularity, representing 30% of gross sales. We predict our Australian sales will triple this year.

### CRUISE CONTROL IS HERE TO STAY



Cruise collections will increase in importance with brands using them to connect globally and engage customers year-round as the focus on seasonality dwindles.

# 2016 PREDICTIONS

## MEN'S

### COLLABORATIONS WILL BE COVETED



We expect to see Vetements work with brands like Brioni, Burberry and Prada (which could help Miuccia and co. catch up to Gucci's growth).

### THE INFLUENCE OF MEN'S NYFW WILL WANE



Interest in men's NYFW is not as strong as expected. We expect to see the focus in menswear shift to Pitti Uomo and Paris.

### WATCH PRICES WILL DROP



Major watch brands like Rolex and Cartier will reassess and adjust pricing to attract millennial buyers, developing new models at reasonable price points.