

# TheRealReal

## Luxury Resale Retrospective: The 2010s

Exclusive data from The RealReal rounding up the top brands and industry trends in luxury resale over the past decade.



“Throughout the 2010s, The RealReal sold millions of items to millions of shoppers. We’ve culled that data to chart the trends, brands and styles that defined the decade.

Fashion tribes came and went, but maximalism’s over-the-top styles ruled the decade. Streetwear solidified its place in the world of luxury, and Supreme dominated the decade as the luxury brand with the overall strongest resale value. Millennials came into their spending power and leveraged it to support a more sustainable future for fashion, becoming the top demographic buying resale. ”

Rati Levesque  
COO, The RealReal

RESALE VALUE HEROES

# The Top 10 Of The '10s

If you wanted a steady return on your luxury investments, these were the brands to turn to –  
and the standout items with the top resale value.

---

## Top 10 Brands With Strongest Resale Value Over The Decade



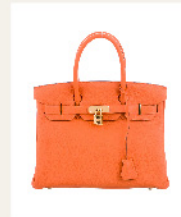
**1**  
**Supreme**  
Standout Item:  
Box Logo Hoodie



**2**  
**GOYARD**  
Standout Item:  
St. Louis Tote



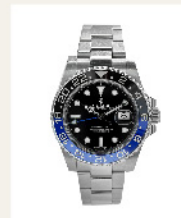
**3**  
**Van Cleef & Arpels**  
Standout Item:  
Alhambra Bracelet



**4**  
**HERMÈS**  
Standout Item:  
Birkin



**5**  
**LOUIS VUITTON**  
Standout Item:  
Neverfull



**6**  
**ROLEX**  
Standout Item:  
GMT-Master



**7**  
**TIFFANY & Co.**  
Standout Item:  
Bone Cuff



**8**  
**PATEK PHILIPPE**  
Standout Item:  
Aquanaut Travel Time



**9**  
**Cartier**  
Standout Item:  
Juste un Clou Bracelet



**10**  
**MONCLER**  
Standout Item:  
Moka Puffer Coat

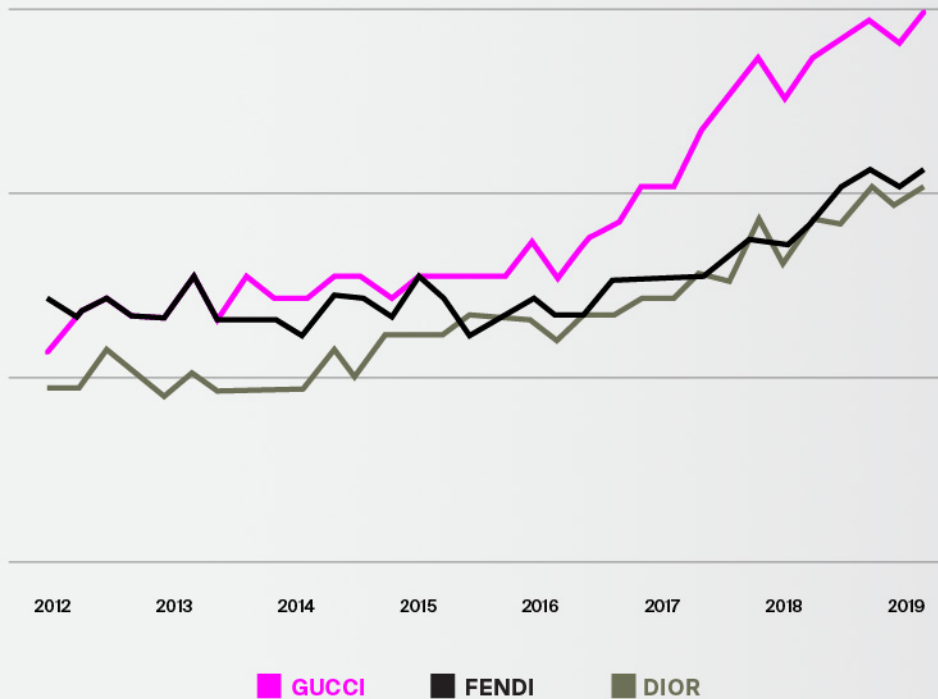


## RESALE VALUE HEROES

# Brands With The Greatest Gains

New creative directors, successful new It bags, successful *old* It bags  
— these are just a few of the factors propelling the brands with  
the sharpest rises in resale value.

Top 3 Brands With Fastest Growing Resale Value Over The Decade



## DESIGNER MUSICAL CHAIRS

# The Creative Directors Making Brands More Valuable

Keeping track of the rotating cast of creative directors at fashion's top luxury houses throughout the 2010s was enough to make your head spin. All tried to infuse their collections with a fresh perspective, but some had more impact than others, driving resale value for their pieces above average resale value for their respective brands' past creative directors.

Kim Jones **DIOR** Men = 5.2X stronger



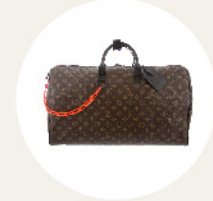
Daniel Lee **BOTTEGA VENETA** = 4X stronger



Riccardo Tisci **BURBERRY** = 2.9X stronger



Virgil Abloh **LOUIS VUITTON** = 2.6X stronger



Alessandro Michele **GUCCI** = 1.7X stronger



Demna Gvasalia **BALENCIAGA** = 1.6X stronger



Hedi Slimane **CELINE** = 1.1X stronger



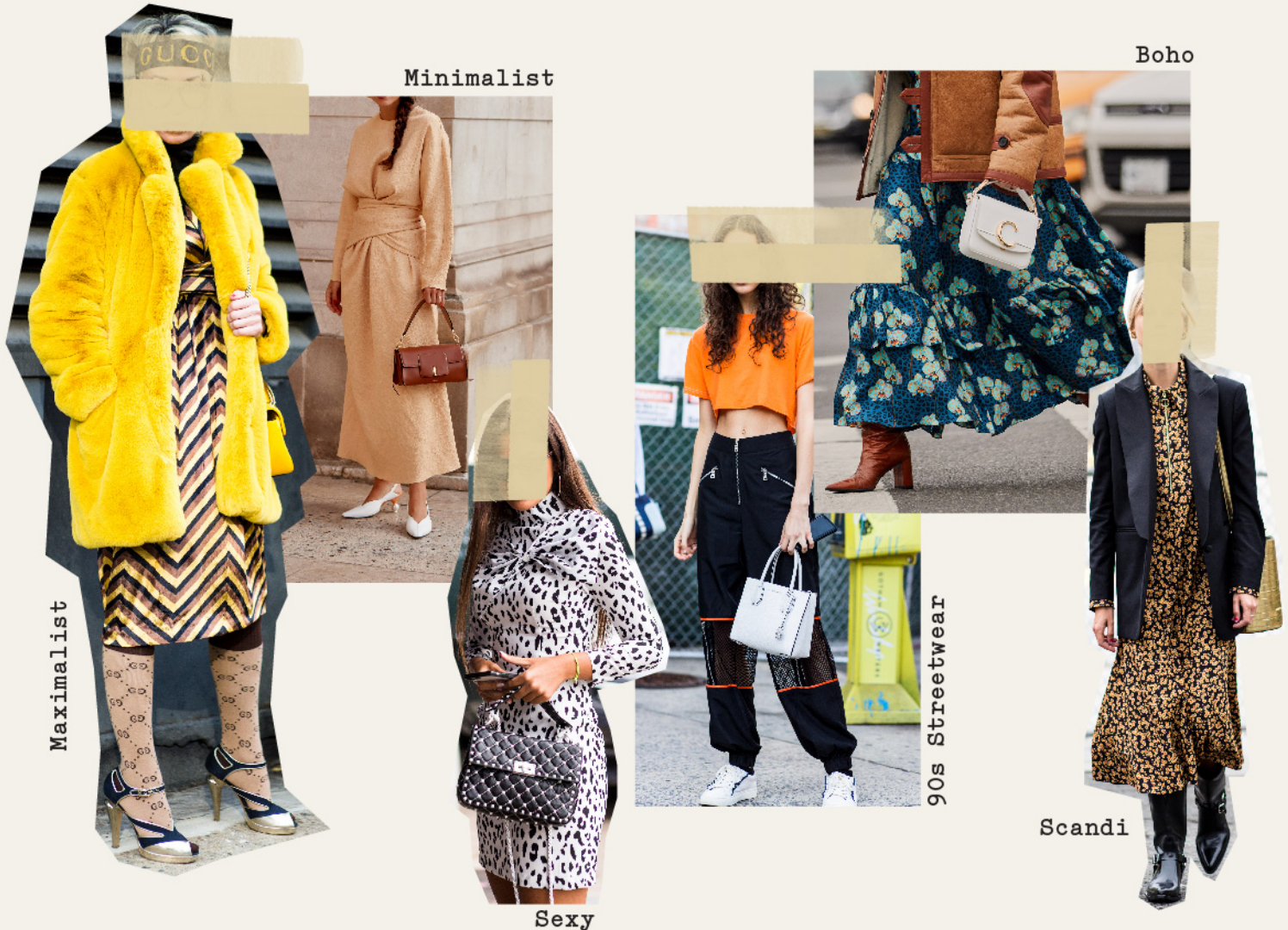


## FASHION FACTIONS

# Maximalists Ruled The Decade

The '10s may have felt like an 'everything's trending' free-for-all, but a close look reveals that parts of the decade were dedicated to a handful of distinct styles.

In the end, maximalists took all, with over-the-top styles selling **3X more** than those of any other fashion faction.



“Decade-defining designers had a major impact on the rise of distinctly different fashion tribes in the 2010s, from Phoebe Philo spurring minimalist-loving ‘Philo-Philes’ to Alessandro Michele charting an over-the-top course for maximalism. In the past decade a new source of fashion influence also emerged: social media. Social influencers drove the ’90s comeback and are defining a new era where personal style reigns supreme.”

Sasha Skoda

Head of Women's, The RealReal

FASHION FACTIONS

# Remember When Everyone Was Wearing...

Maximalism may have defined the decade in overall sales, but other styles had their moments in the sun, as seen at their peak resale value. Ready for a trip down memory lane (if memory lane were a runway)?



2011: Herve Leger  
Bandage Dress



2012: Valentino  
Rockstud Pump



2013: Céline  
Luggage Tote



2014: Kenzo  
Tiger Sweatshirt



2016:  
Vetements Jeans



2017: Gucci Princetown  
Horsebit Loafers



2015: Mansur Gavriel  
Bucket Bag



2018: Yeezy x Adidas  
Boost 350 V2



2019: Jacquemus  
Le Sac Chiquito





ONTO THE NEXT

# The Rise & Fall of Contemporary Luxury Brands

The last decade saw constant shifts in the brands at the forefront of contemporary luxury. No one brand proved its staying power – instead the top players reflected fast-moving trends and the evolution of the way brands approach discovery and connection with customers.

The Top Contemporary Luxury Brands Of The Year, By Peak Resale Value

Department Store Era	2011	Alexander Wang Diane von Furstenberg Kate Spade	
	2012	3.1 Phillip Lim Opening Ceremony Rachel Zoe	
	2013	Equipment Sandro WANT Les Essentiels	
Boutique Era	2014	Helmut Lang Rag & Bone Rebecca Minkoff	
	2015	Cushnie J Brand Kenzo	
	2016	Illesteva Mansur Gavriel Self-Portrait	
Social Media Era	2017	Cult Gaia Maryam Nassir Zadeh Mother	
	2018	Danse Lente Ulla Johnson WANDLER	
	2019	DÔEN Ganni Jacquemus	

## TRENDS THAT DEFINED THE DECADE

# The Rise of Sustainability

The 2010s saw brands and consumers wake up to the fashion industry's impact on the planet. Established and emerging designers began to seek out more sustainable practices, and especially toward the end of the decade, shoppers showed their desire for planet-conscious products.



## Sustainable Standouts

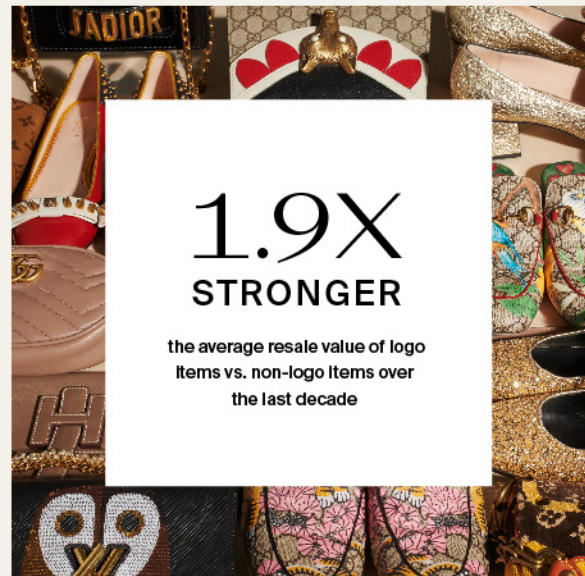
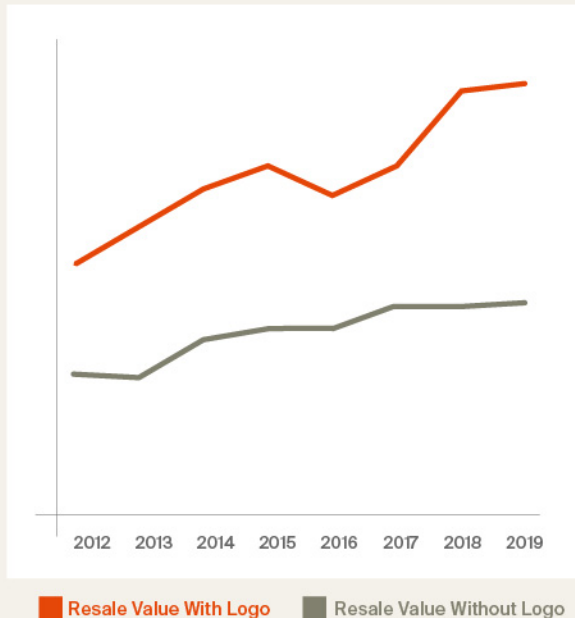
#1	STELLA MCCARTNEY best-selling sustainable brand over the decade
+1090%	NANUSHKA biggest spike in search in 2019
63%	BODE highest average resale value for sustainable apparel brand
65%	WAKE highest average resale value for sustainable jewelry brand



## TRENDS THAT DEFINED THE DECADE

# All Logomania, All The Time

LV. CC. GG. FF. Throughout the '10s, they all spelled higher resale value for the items they were emblazoned on.

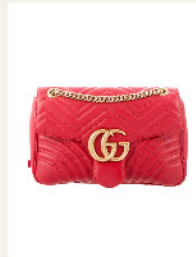


## High-ROI Logos



Dior Oblique Saddle Bag

108%



Gucci Marmont Shoulder Bag

81%



Hermès H Kit Belt

69%



Chanel Cuff Bracelet

67%

“Logos were omnipresent in the 2010s. They transitioned from status symbol to badge of honor representing favored fashion tribes, from universally classic in Chanel to decidedly street in Off-White to subtly insider in Marine Serre. More brands than ever are adopting logos to define their brand, and strong demand is driving continually rising resale values for logo pieces as we enter a new decade.”

Sasha Skoda  
Head of Women's, The RealReal

TRENDS THAT DEFINED THE DECADE

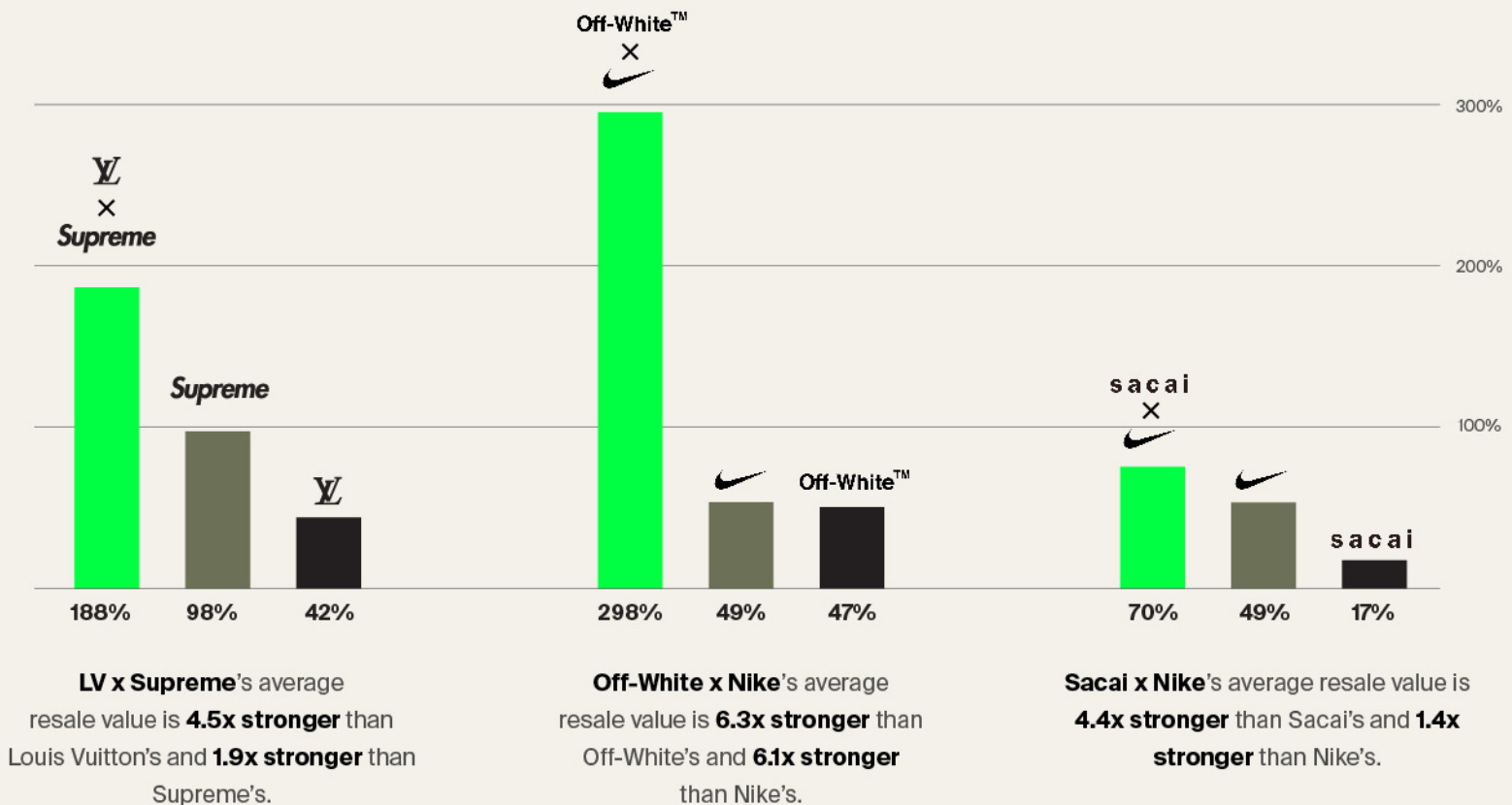
# Streetwear Collaborations: Better Together



“Streetwear took the 2010s by storm, making a rapid migration from niche to mainstream. Coveted collaborations and exclusive drops created mass appeal that drove demand and skyrocketed value, blurring the lines between streetwear and luxury.”

Sean Conway

Streetwear + Sneaker Expert, The RealReal





## TRENDS THAT DEFINED THE DECADE

# Vintage: The New New

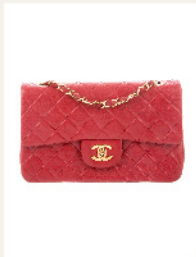
The '10s were in large part defined by a desire for *other* decades. With a resurgence of styles from the '70s, '80s, '90s, and even early aughts, vintage pieces became prized as throwback source material and unique personal style signatures, especially among millennials.

# 830%

growth in search for vintage over  
just the past two years



## Top Vintage Obsessions Of The Decade



Chanel Vintage Quilted Small  
Double Flap Bag



Fendi Vintage Semi-Sheer  
Zucca FF Blouse



Gucci Vintage Logo  
Leather Belt



Van Cleef & Arpels Vintage  
16.71ctw Platinum Diamond  
Station Bracelet



Rolex Vintage  
GMT-Master Watch

“The age-old ‘what’s old is new again’ adage rings true now more than ever. As personal style becomes synonymous with self expression, buyers are latching onto vintage pieces that make a more unique statement. Vintage is resonating most strongly with millennial buyers, who increased by 173 percent over the decade to become the largest vintage buyer group.”

Sasha Skoda  
Head of Women’s, The RealReal

TRENDS THAT DEFINED THE DECADE

## Fashion Embraces Gender Fluidity

On runways and red carpets, in magazine editorials and consumer habits, traditional notions of gender were upended in the 2010s. Designers experimented with combined runway shows and unisex designs, influencers called for a more inclusive industry and shoppers increasingly purchased across departments.

3.5X

increase in women buying men's sneakers since 2017

1.6X

increase in men buying women's handbags since 2017

1.1X

faster growth of men's jewelry  
compared to women's jewelry





# Millennials Drove The Rise Of Resale

As millennials grew older throughout the 2010s, they fueled the growth of resale, becoming the largest shopping demographic and spending more on higher priced investment pieces.

Increase In Average Amount Millennials  
Spent On Secondhand Luxury Items

Over the decade,  
millennials went from  
the second-smallest  
shopping demographic  
to the largest

**+64%**  
Spend On Men's Bags

**+47%**  
Spend On  
Women's Bags

**+146%**  
Spend On Watches

**+184%**  
Spend On Jewelry

**+66%**  
Spend On Sneakers



2020s VISION

# The Future Of Shopping Is Sustainable

You don't need a crystal ball to see some of what's in store for fashion over the next decade. Shoppers themselves report that the way they consume fashion in the 2020s is in for some changes.

60%

of shoppers say they will buy more  
resale in the coming decade\*

55%

of shoppers say they will buy less  
fast fashion in the coming decade\*

46%

of shoppers say they will shop more  
sustainable brands and retailers in  
the coming decade\*

\*Data sourced from The RealReal shopper and consignor survey responses.



“In the 2010s there was a mass increase in awareness of the climate change crisis and the dark side of fashion’s footprint. We saw savvy consumers shift how they think about consumption, embracing alternate models and supporting sustainable brands. As we look to the decade ahead, buyers tell us they will make major changes to shop more sustainably than ever before.”

Allison Sommer

Director of Strategic Initiatives, The RealReal