

The RealReal

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2021 Luxury Consignment Report

2020 was an unpredictable year, driving more fluctuations in resale value than ever before. To determine resale value, we use advanced technology, our real-time pricing algorithm and human expertise. Together they evaluate market trends and deep internal data (including up to 50 attributes per item across ~16 million items sold) to set prices. This report captures the top 2020 trends and shifts impacting luxury resale value.



DATA DECODED

All data is based on the shopping and consigning behavior of The RealReal's ~20 million members.

RESALE VALUE (% OF ORIGINAL RETAIL PRICE)

Measures the percent of original retail value an item or brand retains on the secondary market on therealreal.com or in The RealReal stores

HIGH-VALUE

High-value items have resale prices equal to or over \$1k

ASP

Measures the average sale price (ASP) of an item on therealreal.com or in The RealReal stores

YOY

Measures year-over-year (YoY) data, comparing 2019 to 2020

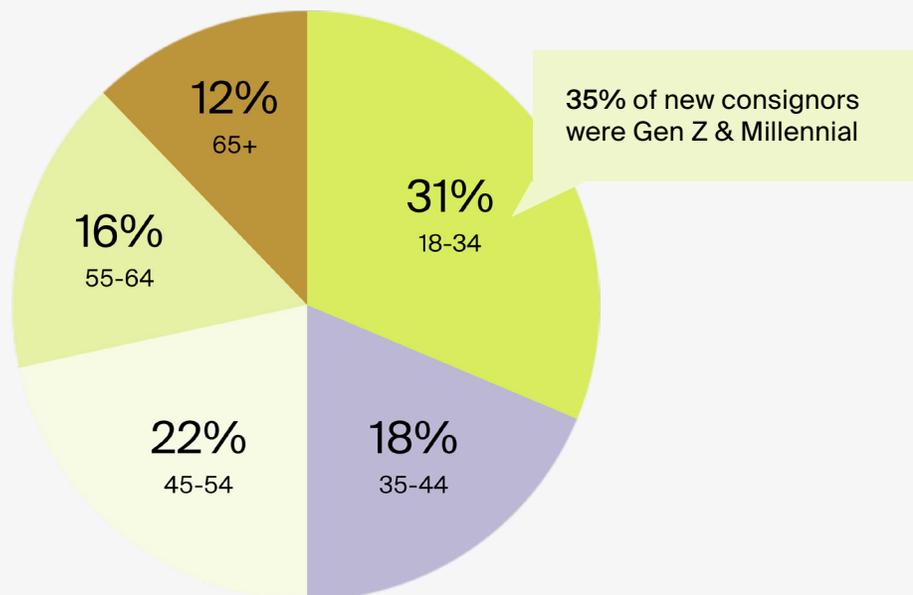
“The pandemic has had a lasting impact on the resale market. Through the challenges of the past year, many used the extra time at home to slow down, tune out the noise of everyday life and reflect on what matters. Data and insights from our ~20 million members show a mindset shift toward investing in, and living by, what we truly value.

Values-oriented **Gen-Z and millennial consignors dominate luxury resale** and represent the largest volume of new consignors. Meeting shopper demand for elevated essentials—from **investment pieces to the new capsule wardrobe to late-'90s-to-early-'00s vintage**—will yield rising returns for sellers. As we enter a new year, the **record number of consignors** joining the circular economy are a bright spot paving the way to a more sustainable fashion future.”

Rati Levesque
COO, The RealReal

In a Unique Year, More People Adopted Consignment

The average monthly **volume of new consignors rose 28%** from the first to second half of 2020.



Demographic breakdown of all 2020 consignors

The Top Tier Earned Thousands & Helped Make Fashion More Sustainable

Many consignors used their earnings to shop, while others paid it forward by donating their commission to charities.



The top 30% of consignors earn an average of

\$9,000
per year



53%
keep it circular, shop
The RealReal

40%+
support primary
market, shop
retail



“Sustainability is of the utmost importance to me, and I love knowing that my clothes will go to a new home and be cherished instead of ending up in a landfill.”

Johnathan Guo, TRR Consignor



The average consignor saved the equivalent of
4,333
glasses of water

In 2020
TRR Consignors Saved:



The equivalent of the
GHG emissions from
7,408,502
driving miles*



The equivalent of
712M
glasses of water

*Driving miles calculated by the TRR Sustainability Calculator and EPA Greenhouse Gas Equivalencies Calculator at www.epa.gov/energy/greenhouse-gas-equivalencies-calculator
Water savings calculated based on 8 oz glasses.

The Top 10 Luxury Brands with Highest Resale Value in 2020

French heritage brands top the list when it comes to the luxury brands that earn consignors the most of their original investment back. **Patek Philippe was the biggest mover, up three spots this year** among top brands.

1	Goyard	
2	Van Cleef & Arpels	
3	Louis Vuitton	
4	Hermès	
5	Chanel	
6	Rolex	
7	Patek Philippe	
8	Gucci	
9	Cartier	
10	Moncler	

Top 10 luxury brands by average resale value

What The RealReal Shoppers Want

Obsession-worthy handbags. Joy-sparking fine jewelry. Hype sneaker collabs. Nostalgic vintage pieces. High-value watches. Shoppers embraced the value of solid investment pieces during the Covid era, leading to significant gains for consignors.

Smart Investment Bags from Top Luxury Brands Pay Off

	Highest Average Resale Value	Greatest Price Growth	Biggest Sales Increase
HERMÈS	 <p>92% of original retail price</p> <p>Kelly</p>	 <p>+22% ASP YoY</p> <p>Bolide</p>	 <p>+1.3X Sales YoY</p> <p>Constance</p>
LOUIS VUITTON	 <p>149% of original retail price</p> <p>Eva Pochette</p>	 <p>+80% ASP YoY</p> <p>Pochette Accessoires</p>	 <p>+1.2X Sales YoY</p> <p>Ellipse</p>
CHANEL	 <p>92% of original retail price</p> <p>Small Coco Handle Bag</p>	 <p>+28% ASP YoY</p> <p>Cambon</p>	 <p>+2.4X Sales YoY</p> <p>19 Bag</p>
GUCCI	 <p>74% of original retail price</p> <p>Marmont</p>	 <p>+51% ASP YoY</p> <p>Horsebit</p>	 <p>+2.1X Sales YoY</p> <p>Ophidia</p>



“My love for luxury handbags is why I consign with The RealReal. Selling a pre-loved gem I no longer use in order to get my new obsession is a total win. Plus, I’m happy knowing that it will be enjoyed by fellow luxury bag lovers.”

Lisa Morris, TRR Consignor & Buyer

RISING RESALE STARS

The Handbags to Hand Over Now

Cult favorites from vintage classics to new-on-the-scene styles are the bags earning consignors more now.



The Carryall that Carried 2020

LV Neverfull

The Neverfull was the **top-selling tote of 2020**, with recent releases like the Escale and Game On selling above their original retail price.



The Trophy Piece

Hermès Birkin 25

We’ve sold **13% more** Birkin 25s in 2020 at an average **210%** of their original retail price.



The Vintage Comeback

Gucci Jackie

The Jackie’s average sale **price has risen 35% YoY** following its reintroduction in Gucci’s Fall 2020 collection.



The Early-Aughts Icon

Prada Re-Edition

Prada’s re-issue of their iconic nylon baguette shape sells for an average of **110% of the original retail price**.



The Woven Wonder

Bottega Veneta Mini Jodie

Daniel Lee’s Mini Jodie twist on Intrecciato **sells 1.5X faster** than the average handbag.

Men's Bags Go Hands-Free

The halo effect of runway's crossbody bag trend combined with a year where function became more important than ever led to the rise of utilitarian styles that could be worn instead of carried.



Dior
Messenger Bags

+76%

Louis Vuitton x Supreme
Backpacks

+51%

Bottega Veneta
Backpacks

+48%

YoY average sale price growth

“It seems counterintuitive that in a year where people were largely stuck at home, demand for high-value bags skyrocketed. But, aside from being a smart investment, a luxury bag adds polish to any outfit, even the current uniform of laid-back loungewear. Shoppers turned to investment bags to add style to the most basic outings, which drove up value for sellers.”

Sasha Skoda

Sr. Director of Merchandising, The RealReal

In Unclear Times, Fine Jewelry Becomes a Clear Favorite

All-Time Classics Sell for Closer to Original Retail Price



Sells for
86%

of original retail price
on average

Van Cleef & Arpels Alhambra



Sells for
78%

of original retail price
on average

Cartier Love Collection



Sells for
69%

of original retail price
on average

Tiffany & Co. T Collection

“While timeless collections from marquis brands perpetually hold strong value over time, this year we’re also seeing shoppers gravitate toward fun pieces that spark joy and stand out on-screen in video calls. This is driving increased value for bold emerging and costume jewelry brands, as well as significant growth for whimsical pieces from emerging ready-to-wear designers.”

Patricia Stevens
Director of Fine Jewelry & Watches, The RealReal

Brands That Spark Joy See Rising Sale Prices

Emerging Jewelry Brands Bring the Runway to Real Life

Suzanne Kalan	ASP +25% YoY
Mizuki	ASP +15% YoY
Temple St. Clair	ASP +12% YoY



Bold Ready-to-Wear Brings Brighter Days



Cecilie Bahnsen	ASP +55% YoY
The Vampire's Wife	ASP +28% YoY
Collina Strada	ASP +13% YoY

Statement Logo Jewelry Takes Center Stage



Louis Vuitton	ASP +23% YoY
Givenchy	ASP +18% YoY
Chanel	ASP +14% YoY

Good Timing: An Uptick in Watch Prices & Resale Value

Consignor earnings in the watch resale market were on the rise, and even the most valuable watches sold in a matter of days.



Average sale price
+26%
from the first to second
half of 2020.

TOP OF THE HOUR

Most Expensive Watches Sold



Sold in just **five days** for

\$117,995

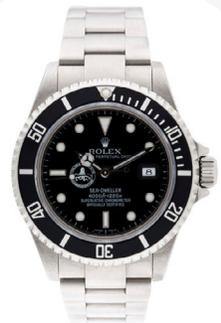
Patek Philippe Nautilus 5722G



Sold in just **10 days** for

\$107,495

Richard Mille RM030



Sold for over **7X current retail**

\$89,995

Rolex Sea-Dweller Special Edition
Sommozzatori of Italy's Polozia Di Stato

BRAND SPOTLIGHT

Rolex Strengthens its Lead

Increasing popularity and limited availability gave Rolex more of an edge than ever. **Of the top luxury brands, Rolex strengthened its lead within its category the most**, further outpacing all other watch brands.



#1 Best
Selling

watch brand

5 of the
Top 10

men's high-value
watches with greatest
YoY resale value growth

Selling
1.1X faster

YoY



Explorer resale value

+15% YoY

as sports models became
the most popular



GMT Master II "Batman"
sells for an average of

170%

of original retail



Diamond Rolex models

ASP +44%

in the last half of 2020

Ones to Watch

Bold timepieces from watchmakers with deep ties to connoisseurs and collectors paced the market, with sporty men's models and flashier women's styles rising to the top.

Greatest Average
Sale Price Growth

Greatest Resale
Value Growth

Fast Sellers

MEN



+63% YoY

Franck Muller



+24% YoY

Audemars Piguet Royal Oak



Selling 1.3X faster YoY

Panerai

WOMEN



+40% YoY

Louis Vuitton



+25% YoY

Cartier Tank



Selling 1.5X faster YoY

Patek Philippe



SNEAKER STARS

Consignors Capitalize on Collabs & Heritage

Limited supply and high-profile collaborations led to a boost in secondary-market value.

Top Pairs Rising in Resale Value



Yeezy x adidas

Boost 350 V2 Core
Black Red Sneakers

+93%



Off-White x Nike

The 10: Air Max 97
Menta Sneakers

+53%



Louis Vuitton

LV Trainer

+30%

YoY resale value growth

Designer Sneaker Heroes

66%

of original retail price
on average

Christian Dior

63%

of original retail price
on average

Balenciaga

72%

of original retail price
on average

Louis Vuitton



The Pairs That Earn Consignors The Most

In the sneaker world, hype surrounding high fashion collaborations led to resale values well above original retail prices.



457%

Average Resale Value

Off-White x Nike



365%

Average Resale Value

sacai x Nike



260%

Average Resale Value

Jordan

BRAND SPOTLIGHT

Nothing But Net For Jordans

Propelled by interest in ESPN's *The Last Dance*, the Jordan brand and its ongoing slate of retro Air Jordan releases helped resale value increase 48% from the first half of the year to the second, the most of any sneaker brand.

2020: Buy Smart, Wear Better

In turbulent times, shoppers turned to timeless investment pieces and capsule wardrobe staples.



“Decluttering is one of the major reasons I started to consign. I can create space for more of what I truly love to wear ... plus, it gives me a little extra cash to put towards organizing my home and adding quality to my wardrobe. A win-win.”

Hilary Kennedy, TRR Consignor

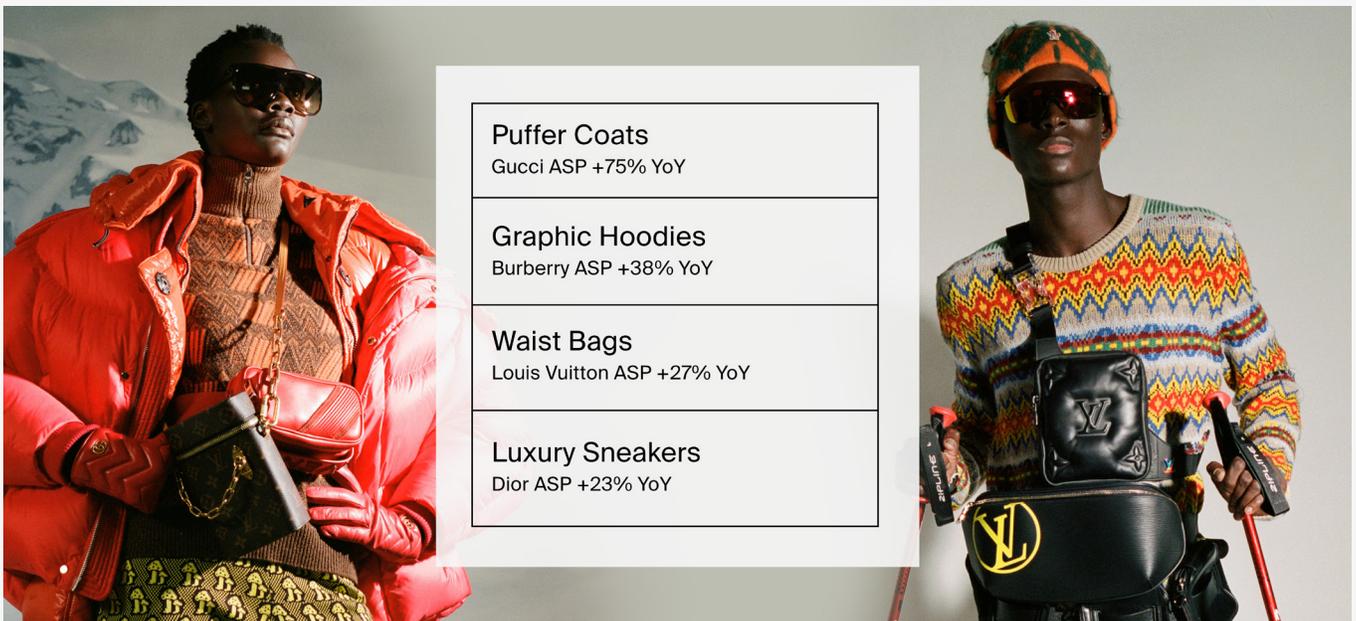
The Comfort Capsule



“In 2020, we saw shoppers upgrading to new essentials for a new decade. A year of embracing loungewear led to rising demand for elevated comfort pieces with polished edges. As the line between luxury and streetwear continues to blur, it’s resulting in a new set of wardrobe basics for a new generation — one that’s gender fluid and can easily be dressed up or down.”

Mayank Hajela
Sr. Director of Merchandising, The RealReal

The Next-Gen Capsule



In With the Old: Vintage Value Soars

From watches to handbags to ready-to-wear, consignors earned more in 2020 for pieces from their vintage vaults as average monthly **vintage sales grew 67% from the first to second half of the year.**



Vintage brands with greatest average sale price growth YoY



“Vintage is enduring, ecological and unique. It’s usually more affordable too. I love collecting items that I can wear for years rather than cycling through seasonal items. And I enjoy the hunt.”

Daphne Javitch, TRR Consignor

BRAND SPOTLIGHT

Gucci is #1 in Vintage

Resale value for **vintage Gucci was up 12% this year**, and the brand nabbed the top spot for highest resale value in both men's and women's.



Sells for up to
98%
of original retail price

Gucci Vintage
Web Pouch



Sells for up to
95%
of original retail price

Gucci Vintage Nameplate
Pendant Necklace



Sells for up to
85%
of original retail price

Gucci Vintage Web
GG Boston Bag

Vintage Gucci items with greatest resale value

Vintage Trends: The '20s are All About 20 Years Ago

From celeb-favorite Gaultier to Galliano-era Dior, iconic moments from the late '90s to early '00s are seeing a resurgence, and rise in sale price, as shoppers dig deeper into the vintage archives to unearth one-of-a-kind pieces.

Ready-to-Wear



Handbags



Dior

+56%



Fendi

+37%



Prada

+27%



Louis Vuitton

+25%

YoY average sale price growth for ready-to-wear and handbags

Looking Ahead: Consignment Guide 2021

PEAK VALUE

Top 10 to Sell Now

1	Off-White x Nike Sneakers Sell for up to 2,158% of retail	
2	Louis Vuitton Mini Bags Sell for up to 444% of retail	
3	Jordan x Travis Scott Sneakers Sell for up to 354% of retail	
4	Chanel Sandals Sell for up to 185% of retail	
5	Rolex Sports Models Sell for up to 180% of retail	
6	Dior Men by Kim Jones Sell for up to 146% of retail	
7	Celine Boots Sell for up to 141% of retail	
8	Tiffany & Co. Pendant Necklaces Sell for up to 123% of retail	
9	Bottega Veneta Bags by Daniel Lee Sell for up to 108% of retail	
10	Moncler Down Jackets Sell for up to 90% of retail	

MOST SUSTAINABLE

Reduce Your Fashion Footprint

50% of TRR consignors cite environmental impact as a key motivator for consigning.*

If you're one of them, here's what to sell to make the biggest impact.



Nylon Jackets

8.4 Driving Miles

Silk Shirts

14.6 Driving Miles

Linen Dresses

6 Driving Miles



Wool Sweaters

427 Glasses of Water

Jeans

1,801 Glasses of Water

Cotton Loungewear

1,175 Glasses of Water

Average environmental savings per item
Water savings calculated based on 8 oz glasses.

*Based on The RealReal consignors surveyed.

How Consignors Earn the Most

BEFORE YOU BUY

Check the Resale Value First

Consider what holds value when buying new items. Take Foundrae's coveted jewelry – 100% of pieces sell within the first 30 days on TRR and they sell for up to 80% of retail, an increase of 5% YoY.

WHEN YOU TAKE IT HOME

Keep the Collateral

Original boxes and tags can up your earnings. Like for those sneakers you've kept on ice, or even pairs you've taken for spin. Previously worn sneakers sell for 34% more on average with the original box, tag or dust bag.

BEFORE YOU SELL

Care Then Consign

Items in tip-top shape earn more and sell faster. Case in point: Women's bags in pristine and excellent condition sell 15% faster than bags in very good or good condition, and are priced up to 25% higher.

