

The RealReal

RESALE REPORT 2020

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2020 Luxury Resale Report

Exclusive data from The RealReal charting the current state of luxury resale and how COVID has changed the way we buy and sell.

Data Decoded

All data is based on the shopping and consigning behavior of The RealReal's 17+ million members.

Demand

Measures searches on therealreal.com

Sales

Measures sales of items in TRR stores and on therealreal.com

Resale Value

Measures the percent of retail value an item or brand retains on the secondary market on therealreal.com

YoY

Measures year-over-year (YoY) data, comparing first half (1H) of 2019 to first half (1H) of 2020

QoQ

Measures quarter-over-quarter (QoQ) data, comparing first quarter (1Q) 2020 to second quarter (2Q) 2020

During COVID

Measures change from March/April to May/June

High-Value & Low-Value

High-value items have resale prices equal to or over \$1K. Low-value items resell below \$1K.

“This has been a year like no other. As we break down the state of luxury resale, based on data and insights from our 17+ million members, the impacts of the pandemic become clear. The top luxury brands are becoming even more entrenched, and **Louis Vuitton is now the number one brand** for the first time. Of the many **trends driven by COVID-19**, one of the most surprising in the current economic climate is the **significant increase in shoppers buying high-value investment pieces**. Buyers are gravitating toward **quieter stealth luxury** and embracing luxury labels’ streetwear designs. In a bright spot during these difficult times, **engagement in the circular economy is high**, specifically among brands and consignors.”

Rati Levesque
COO, The RealReal

Top 10 Luxury Powerhouses: Louis Vuitton Overtakes Gucci And Chanel

When the going gets tough, shoppers bet on established luxury brands.

Louis Vuitton rises to the top as shoppers seek out their iconic bags.

We break down the shifts in the top 10 most in demand, the new brands on the rise, and the return of stealth luxury.

1

Louis Vuitton
Monogram Neverfull MM



2

Gucci
Leather Horsebit Loafers



3

Chanel
Classic Jumbo Double Flap Bag



4

Prada
Tessuto Shoulder Bag



5

Hermès
Clic H Bracelet



6

Dior
Leather Saddle Bag



7

Fendi
Leather-Trimmed Zucca Baguette



8

Saint Laurent
Small Sac de Jour



9

Balenciaga
Triple S Sneakers



10

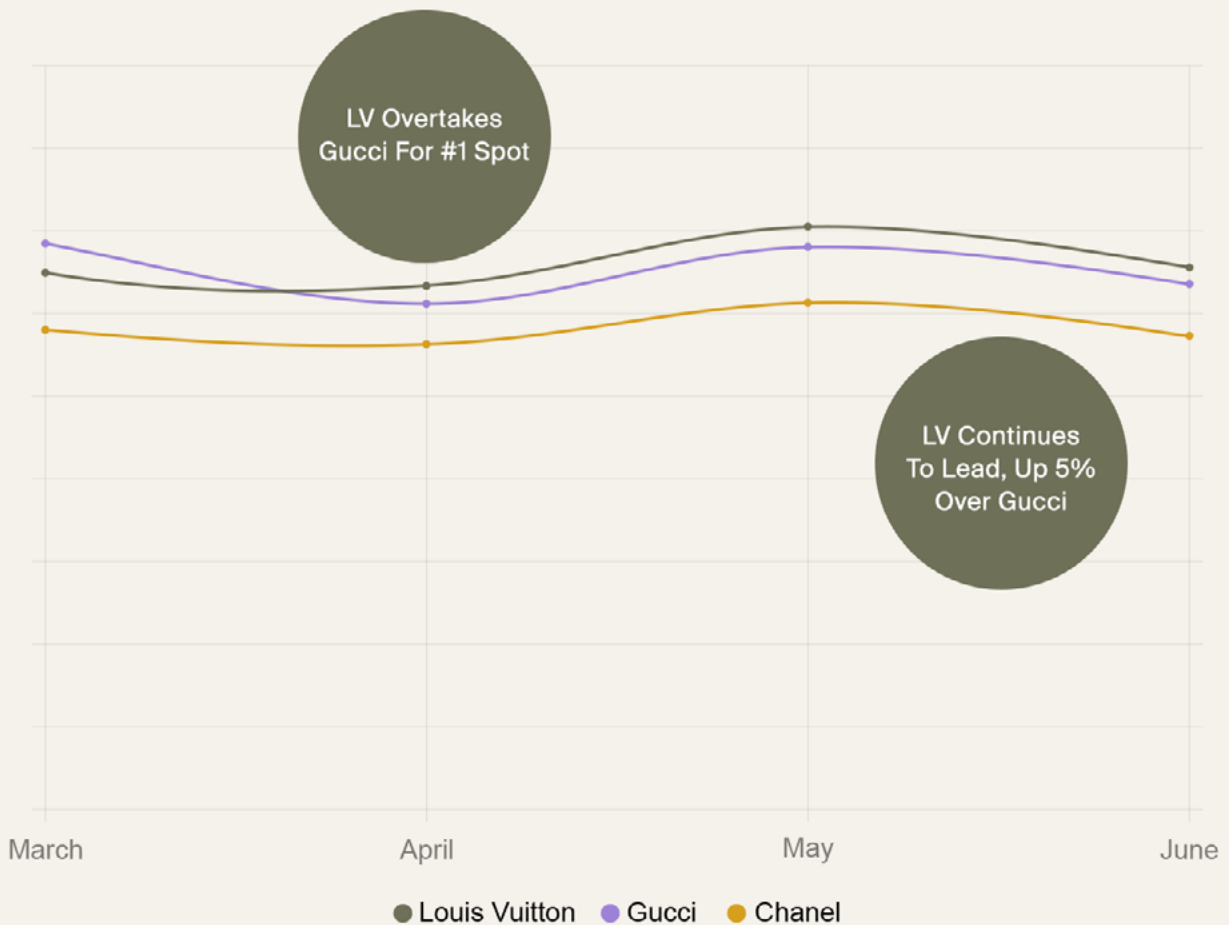
Burberry
Nova Check Cashmere Scarf



“Gen Z, millennials and men are the new faces of luxury shopping, and the brands in tune with what they want are rising to the top. Louis Vuitton edged its way above Gucci by capturing the greatest share of demand among younger demographics, while high demand among men helped keep Gucci well above Chanel.”

Rati Levesque
COO, The RealReal

Louis Vuitton Nabs #1 Spot For The First Time



Demand By Brand

Gen Z, Millennials & Men Keep Louis Vuitton & Gucci On Top



Gen Z & Millennials Drive Surge In LV Demand

Demand for Louis Vuitton mini bags grew 88% YoY among younger shoppers



Gucci Is #1 In Men's For Third Year In A Row

Demand for men's accessories rose 52% YoY



LV & Gucci Further Outpace Chanel

YoY demand for Louis Vuitton outpaced Chanel by 46% while Gucci was up 9% over Chanel

The Big Shake-Ups: Major Moves In The Top 10



Saint Laurent Makes The Biggest Leap From #13 To #8

Vaccarello's Loulou handbag is most in demand: +143% YoY



Burberry Returns To The Top 10

The Tisci effect brings Burberry back, driven by men's clothing demand +52% YoY



Dior Sees The Most Significant YoY Growth

Demand is up 47% with the most-wanted Montaigne bag up +353%

The New Guard: Fashion's Disruptors

The most in-demand young designers this year embody values like sustainability and inclusivity, or see fashion as escapism.

Sustainably Minded Brands

Brand Demand YoY

Collina Strada	+413%
BODE	+342%
Marine Serre	+259%



Black-Owned Brands

Brand Demand YoY

Telfar	+246%
Victor Glemaud	+203%
Pyer Moss	+129%
A-COLD-WALL	+111%
Wales Bonner	+107%
Martine Rose	+103%

Fashion-As-Fantasy Brands











Brand Demand YoY

Richard Quinn	+869%
Cecilie Bahnsen	+229%
Retrouvai	+159%



Luxury Brands Infiltrate Streetwear's Top 10

Luxury's rule book went out the atelier window when streetwear started to drive fashion trends. Quick to adapt, luxury brought streetwear's trend-makers in house to reinvent their traditional labels. In the past five years, sales of streetwear pieces by traditional luxury brands grew 991%. This year, a luxury brand rises to the top and streetwear officially grows up with a full-fledged culture that goes beyond sneaker and hoodie staples, crossing over into art, kids and womenswear.

1	Balenciaga Speed Trainer Sock Sneakers	
2	adidas x Yeezy 350 V2 Beluga 2.0 Sneakers	
3	Supreme 2018 Box Logo Waist Bag	
4	Nike MAG Back To The Future Sneakers	
5	Off-White 2018 Graphic Print Hoodie	
6	Givenchy Leather High-Top Sneakers	
7	Off-White x Nike 2018 Air VaporMax Sneakers	
8	Jordan 1 Retro Bred "Banned" Sneakers	
9	LV x Supreme 2017 Epi Keepall Bandoulière 45	
10	adidas Lightweight Track Pants	



Brands With Highest YoY Demand Growth

“It’s become increasingly clear that traditional luxury houses view streetwear as a force that cannot be ignored – from Dior’s Kim Jones tapping Shawn Stussy to Givenchy welcoming Matthew Williams. As the lines between luxury and streetwear continue to blur, shoppers are embracing the new elevated streetwear look. In the past two years, demand for streetwear pieces by traditional luxury brands spiked 486%. The luxury brands quick to embrace streetwear’s influence are becoming some of the hottest brands in resale.”

Sean Conway
Sneaker & Streetwear Expert, The RealReal

The Hype Is Real: Streetwear Takes Over



Art



Driven by Sculpture & Objects:
Bearbrick Demand +488% YoY

Men's Streetwear



Driven by Sneakers:
Yeezy x Adidas, Nike, Balenciaga

Women's Streetwear



Most In-demand Brands:
Balenciaga, Givenchy, Off-White

Kids' Streetwear

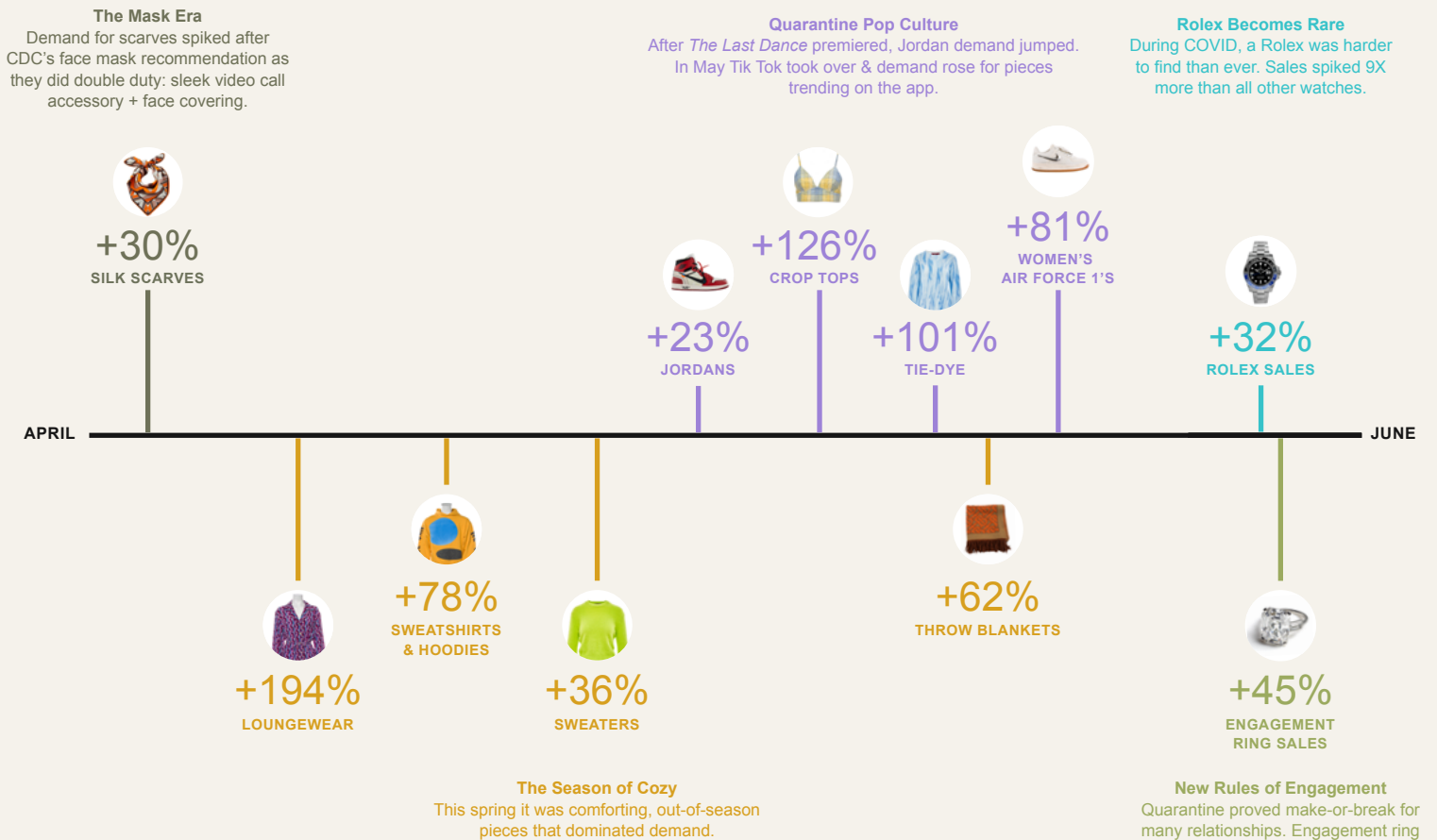


Most In-demand Brands:
Nike, Yeezy x Adidas, Jordan

COVID Culture

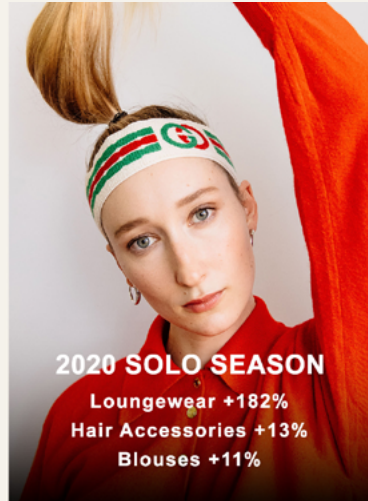
COVID changed what people bought and sold, and a new wave of influence emerged.

From pop culture moments to social media trends to quarantine life, what drove shoppers this year looked wildly different than it did in 2019. Consignors and brands were no exception to these shifts, latching onto resale at an ever-increasing rate.



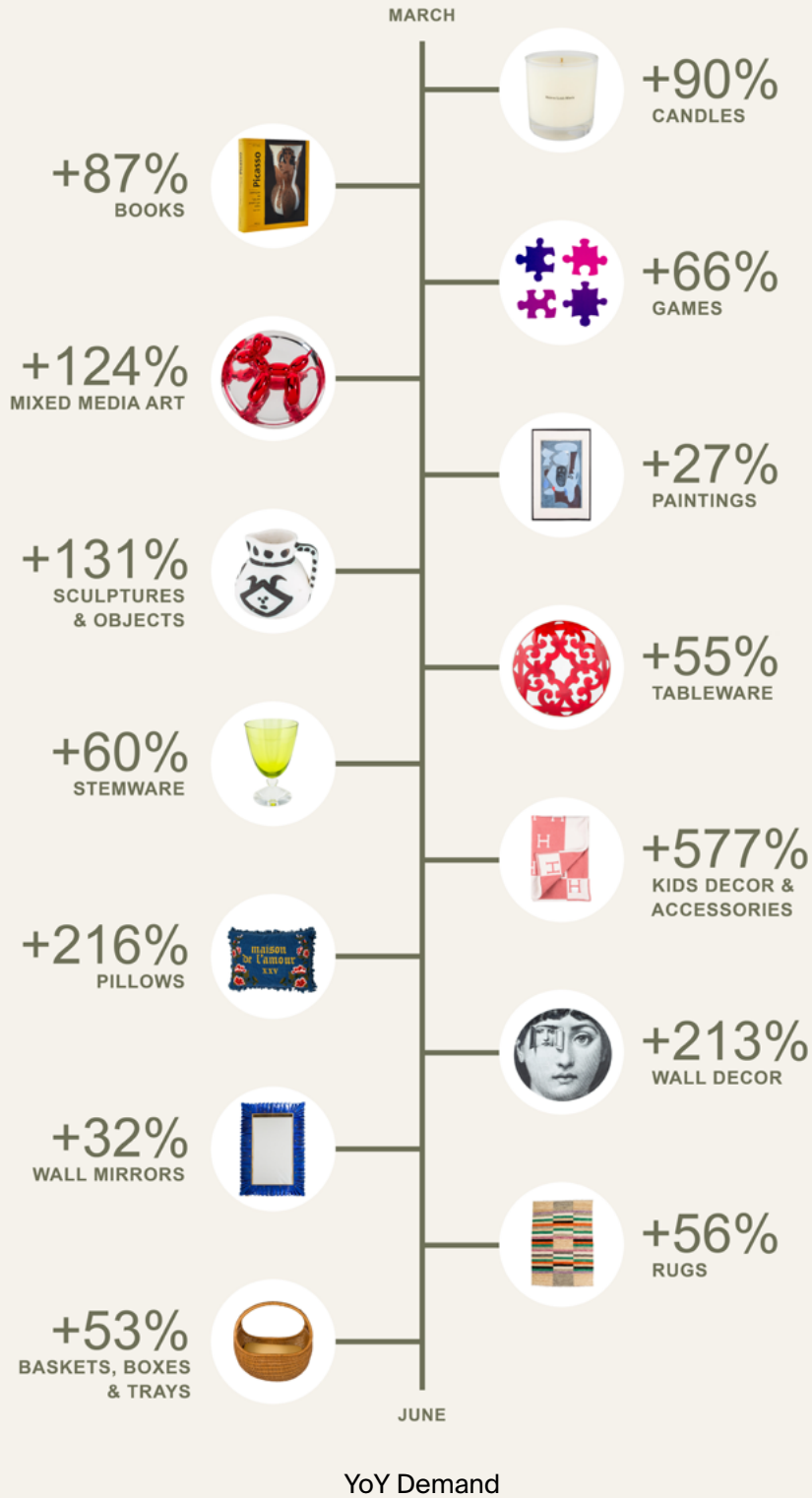
What We Wore Then & Now: A Year Can Make A Real Difference

This year ushered in a new sartorial landscape, with YoY sales growth charting how shoppers swapped pieces like suiting and evening bags for loungewear, hair accessories, and more stay-at-home-ready styles.



The Great Indoors: Interiors Revamped

As life moved online, the frame of virtual meetings brought home objects into focus. Offline, board games and puzzles took the boredom out of quarantine life. And as COVID carried on, shoppers turned to home decor to breathe new life into their spaces.



“As quarantine drove us indoors and our homes became makeshift offices, gyms and schools, shoppers made way for pieces that reinvigorated their unchanging scenery. When shelter-in-place extended and our homes also became restaurants, bars and movie theaters, home purchases reflected the evolution from refreshing to reimagining spaces.”

Patricia Stevens
Director of Home, The RealReal

Most Desired Decor



Tiffany & Co.
#1 Home Brand
Best selling item:
Atlas Crystal Serving Bowl



Maison Balzac
455% Sales QoQ
Best Selling Item:
Medium Pink Goblets



Taschen
#2 Home Brand
Best Selling Item:
The Ultimate Sneaker Book

Sales During COVID

Consign Of The Times: Pre-COVID Must-Haves Sold Virtually

As people adjusted to a new at-home way of life, so did consigning. Appointments went virtual and kept up with a rise in closet editing, which saw consignors letting go of their pre-COVID pieces.

+27%

Increase in New
Consignors During
COVID

25K+

Virtual Consignment
Appointments Held
During COVID

37%

of All New Consignors
in Q2 Were Gen Z
& Millennials



Brands Embrace The Power of Resale

From stores shuttering to orders cancelling, the ripple effect of the pandemic is driving the fashion industry to evolve its approach. Brands are rethinking their distribution and the role resale can play in more sustainably addressing their excess inventory, embracing it as a way to give new life to pieces from past seasons.

+46%

Increase in Items
Consigned by Brands
During COVID



22X

Increase in Brand
Interest During COVID

The New Normal

As the COVID era continues, people are making lasting changes to what they buy and sell. Shoppers are betting on investment pieces and embracing stealth luxury.



“Faced with economic uncertainty, shoppers are gravitating toward the safest bets in luxury: investment pieces. They’re spending on high-value, timeless styles with enduring resale value – knowing they can consign them in the future to recoup most of that investment or wear classic pieces for decades to come.”

Sasha Skoda
Head of Women's, The RealReal

Banking On Investment Pieces

During COVID, high-value luxury items dominated across all categories.

High-Value Handbags



Brands with greatest sales growth:
Louis Vuitton +49%, Chanel +35%, Hermès +33%,
Bottega Veneta +27%

High-Value Watches



Average resale value of high-value watches is
1.6X stronger than low-value watches

High-Value Jewelry



Unbranded jewelry sales outranked all of the
top fine jewelry brands, with unbranded bracelet and
earring sales both +24%

High-Value Sneakers



Sneakers with highest resale value:
Yeezy Boost 350 +157%,
Off-White x Nike Vapor Street +111%

Luxury Goes Stealth

Logomania makes room for quietly refined investment pieces.



There's No Place Like Home

Shoppers and consignors turn a critical eye to the spaces that surround them.



Fashion Forward: The Rise Of Resale

“This time of uncertainty has been a catalyst for reflection. Seeing the planet visibly healing during quarantine has served as a powerful testament to the positive impact we can all have on the environment. People are making concrete changes to live more sustainably. Brands are rethinking production and the afterlife of what they create. Engagement with resale is hitting an all-time high and it’s helping pave the way to a more sustainable future for fashion.”

Julie Wainwright
Founder & CEO, The RealReal