

THREDUP

THE RECOMMERCE 100

In our monthly independent review of branded recommerce, we take a look at which brands and retailers launched resale programs and the potential impact on the planet.

128 ^{+3*}

184K ^{+10K*}

3.4X

BRANDS WITH RESALE SHOPS

TOTAL RESALE SHOP LISTINGS

YTD RESALE SHOP GROWTH

Rank	Brand	Resale Shop Listings February 2023	Listings Change vs January 2023	Resale Shop Launch Year
1	Athleta	27,368	-4,736	2022
2	Tea Collection	22,800	-70	2022
3	Merrell	22,044	-20	2022
4	J.Crew	12,776	+7,798	2023
5	Lululemon Athletica	12,549	-270	2021
6	Eileen Fisher	11,021	+1,739	2009
7	Tommy Hilfiger	10,285	-7	2022
8	Madewell	8,443	-203	2021
9	Patagonia	7,553	+1,506	2017
10	REI	6,981	+3,430	2017
11	PacSun	4,829	-296	2022
12	Michael Stars	3,005	-20	2022
13	Levi's	2,719	+186	2020
14	Kate Spade	2,511	+2,511	2023 <small>NEW</small>
15	NATION LTD	2,360	-297	2022
16	Timberland	2,336	-8	2022
17	The North Face	1,996	-13	2018
18	Vera Bradley	1,432	-838	2022
19	Canada Goose	1,125	+1,125	2023 <small>NEW</small>
20	ON	1,087	+30	2022
21	Roolee	959	+44	2022
22	The Beaufort Bonnet Company	958	+44	2022
23	Outerknown	867	+263	2021
24	Allbirds	849	+44	2022
25	M.M.LaFleur	817	-4	2021

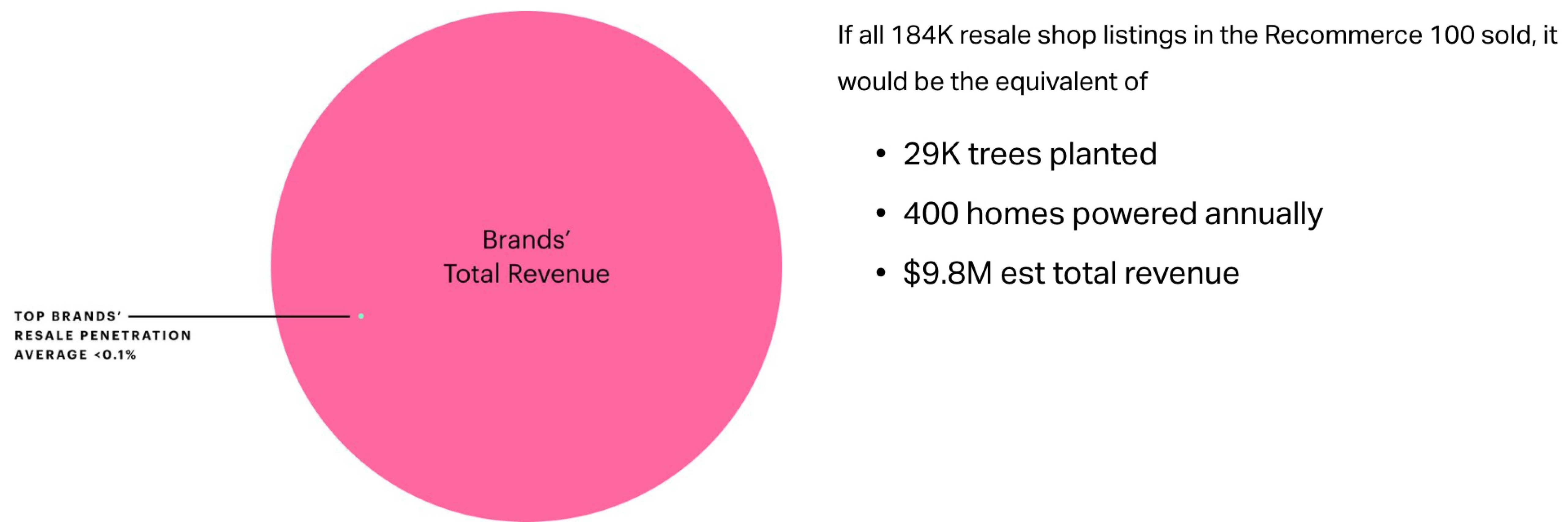
26	Francesca's	768	-29	2022
27	jujube	709	+61	2022
28	Hot Topic	645	-87	2022
29	Miki Miette	603	-6	2022
30	Arc'teryx	591	-55	2019
31	Cuts	558	+27	2022
32	Steve Madden	513	+89	2022
33	Rylee + Cru	473	+31	2022
34	Tentree	416	-50	2022
34	Bohemian Mama	416	+2	2022
36	Amour Vert	368	+77	2021
37	Quincy Mae	341	+202	2022
38	Sandro	337	+19	2022
39	Los Angeles Apparel	323	-11	2022
40	Frye	281	-2	2022
41	Maaji	274	+1	2022
42	Sozy	251	+27	2021
43	Ba&sh	241	+241	2023 <small>NEW</small>
44	Polarn O. Pyret	234	-34	2022
45	Misha & Puff	214	-47	2021
46	Modcloth	210	-493	2022
47	Ministry of Supply	199	-2	2022
47	Eddie Bauer	199	+186	2022
49	Viscata	198	-9	2022
50	Oak + Fort	196	-9	2022
51	Sarah Flint	192	+10	2022
52	Nooworks	191	-17	2021
53	Wolven	158	+8	2021
54	Ziabird	155	+1	2022
55	Coclico	154	-107	2021
56	Stio	153	-3	2021
57	Rough & Tumble	119	-2	2022
58	Brass	117	+10	2020
59	Kyrgies	116	+60	2022
60	Tuesday of California	115	+49	2022
61	Myles	114	-9	2022
62	RE/DONE	110	+8	2021
63	Boyish	102	+1	2021
64	Better Life Bags	100	+5	2022
65	Bryr	96	0	2022
66	minnow	91	+2	2021

67	Michael Kors	85	-17	2022
68	La Ligne	79	+16	2021
69	Cuyana	77	-6	2022
70	Vetta	76	-74	2022
70	MooseJaw	76	+76	2023 <small>NEW</small>
72	Elizabeth Suzann Studio	75	-5	2022
72	Ponto	75	-1	2022
74	Fortress	74	-1	2021
75	Seaesta Surf	73	-1	2021
76	Lykke Wulf	71	+8	2022
77	HELM Boots	67	+10	2022
78	Kitsbow	63	+8	2023
79	Koral	62	+6	2022
79	Sur La Cote	62	+20	2022
81	Skhoop	60	+4	2022
82	Youer	58	-6	2022
82	Dagne Dover	58	-1	2021
84	Tradlands	55	+32	2021
85	Djerf Avenue	52	+12	2022
86	Mara Hoffman	51	-27	2021
87	3.1 Phillip Lim	50	0	2022
88	Clare V.	49	-10	2022
88	Dolce Vita	49	+2	2022
90	Oscar De La Renta	48	+3	2021
91	Miakoda	42	+2	2022
91	Bernardo	42	+4	2022
93	Whimsy + Row	41	0	2022
94	Wayre	37	0	2022
95	James Street Co.	35	-32	2022
95	7 For All Mankind	35	+12	2022
97	Hey Gang	34	-1	2022
98	Ophelia & Indigo	31	-4	2022
98	Saylor	31	-2	2022
100	Ranch Road Boots	30	-4	2022

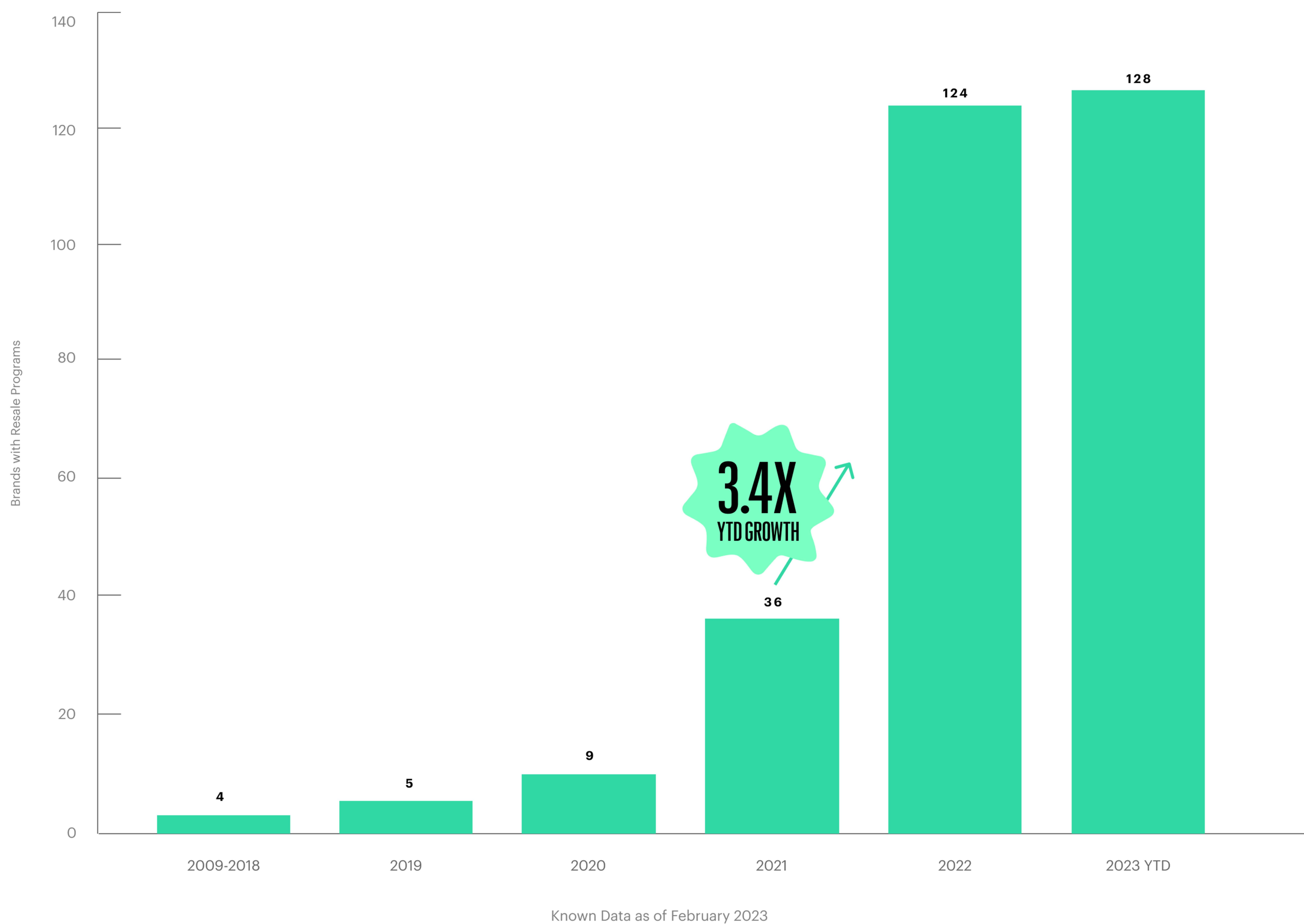
Only resale listings that are available from a brand's e-commerce site are counted towards that brand. [See methodology.](#)

Brands Are Barely Scratching the Surface of Recommerce's Potential Impact

The top brands' current resale penetration reveals there's more work to be done.



Brands' Adoption of Resale is Accelerating



Methodology

The Recommerce 100 is compiled from publicly available information to identify fashion brands selling their own brand's pre-owned products online to US shoppers. Only resale listings that are available from a brand's e-commerce site are counted towards that brand. Listing count includes listings managed by the brand, as well as listings by independent sellers (commonly referred to as peer-to-peer selling). A count of listings was completed between February 24 and 28, 2023. Listing count either reflects 1) the stated number of total results commonly found at the top of the first product listing page, or 2) if results are not featured on the product listing page, a manual count of all listings. Listing count is intended to be directionally representative of the size of a brand's resale shop at a given time. There is no guarantee that our listing count is exact given the dynamic nature of e-commerce listings, sales, returns, as well as site and user experience factors. Listing counts do not include listings on third-party marketplaces (examples include thredup.com, therealreal.com, poshmark.com). thredUP Resale-as-a-Service™ clients are counted among the brands and retailers with Resale Shops (e.g. Athleta, Tommy Hilfiger, Madewell and PacSun).

Resale shop launch year is compiled based on publicly available information from sources including statements on brand websites, media coverage, brand social media posts or inquiries brands' customer service.

Estimated resale shop penetration is modeled using publicly available information on brand annual revenue, listing counts (see above listing count methodology) and a survey of listing prices.

*Change versus resale shops identified and listings counted as of February 2023.

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Disclaimer

The Recommerce 100 contains estimates, based on publicly available information as of the published date of data collection expressed in the Methodology, and therefore involves a number of assumptions and limitations. thredUP has not independently verified the publicly available information and cannot guarantee accuracy or completeness of the information. Resale shop listings, resale shop launch year, estimated resale sales value (as a percent of brands' total publicly stated revenue), and the presence of an evergreen clothing take back program (for recycling, donation, or resale) are therefore subject to a high degree of uncertainty, especially as resale is a new and rapidly changing segment. These and other factors could cause actual numbers to differ materially from those expressed. We do not guarantee that the Recommerce 100 includes every fashion brand selling its own pre-owned products online to US shoppers.

Except as required by law, thredUP assumes no obligation to update any report after the published date of data collection. thredUP intends to publish the Recommerce 100 on a monthly basis.
