

REBELLE

RESALE REPORT

2020



Circular Fashion

Growing awareness for
sustainability



Germans buy second-hand

7 of 10



BUY

45%

SELL

7 out of 10 fashion-conscious German women already buy second-hand clothes or can imagine buying second-hand clothes in the future.¹

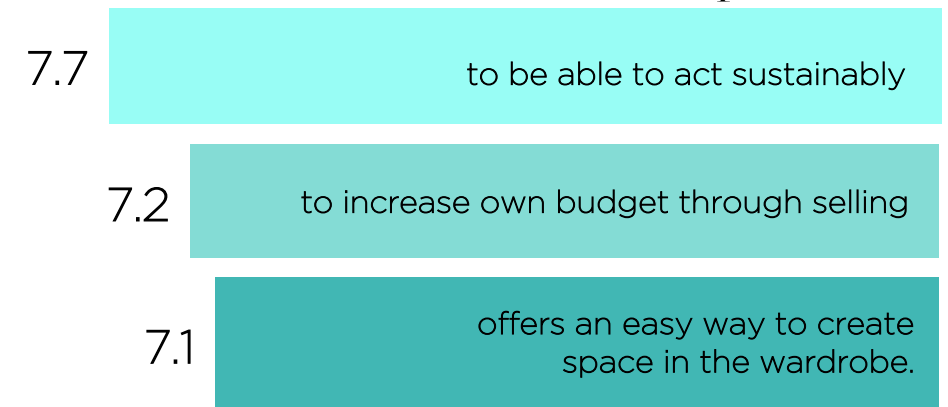
Nearly half of them sell their unworn clothes or can imagine doing so.¹

Good reasons

... to buy second-hand



... to sell pre-loved:



3,4x
Growth in search for
sustainable brands. ²

Especially for the Generation X (40-55 years of age), sustainability is the most important reason to buy and sell second-hand (8.1). ¹

58%

Want to buy more second-hand in the future.³

49%

Want to buy less fast fashion in the future.³

43%

Want to pay more attention to quality and buy more sustainable brands.³

Top-selling sustainable brand

#1

STELLA
MCCARTNEY



"Resale plays a major role in the circular fashion economy. Consumers are looking forward to an opportunity to reducing their CO2 footprint by buying pre-loved fashion. The crisis has also helped to create awareness for a new consumption model: investing in fewer pieces of better quality and extending the life cycle of these goods.

Cécile Wickmann, founder and CEO of REBELLE StyleRemains GmbH

Effects of the Covid-19 crises

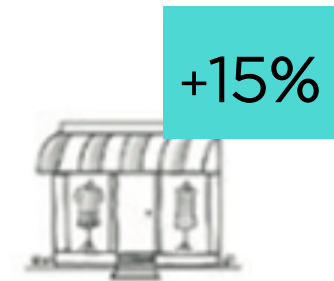


Increased demand for luxury classics

The search for investment pieces, such as the Hermès Birkin Bag, as a long-term and crisis-proof investment with high returns, led to an increased demand, especially at the end of March.

Increased number of commercial sellers

Second-hand shops and multi-brand stores had to close temporarily and have used REBELLE as a digital sales channel.




“Since the beginning of March, we have noticed some changes in buying behaviour. Some high-end luxury items are proving to be more resilient than others in this crisis. The Hermès Birkin Bag experienced a short-term uplift in demand. It is considered a long-term and secure investment - especially in these uncertain times.

On the other hand, however, we are also noticing that our buyers are currently tending towards functional and practical items of clothing at a lower price. Here we see a slight shift from our classic top-selling brands such as Gucci and Valentino to brands like Tods, Diane von Furstenberg and Hugo Boss.

Cécile Wickmann, founder and CEO REBELLE Style Remains GmbH

So much cash

is sleeping in german wardrobes.

1.346 €* 

On average, every woman in Germany owns 100 items of clothing. Every 5th is rarely or never worn. Half of the clothes are usually designer pieces.⁴

64% saves the purchase of second-hand designer pieces compared to the RRP. For clothing it is even 77%.




Average prices on Rebelle.com

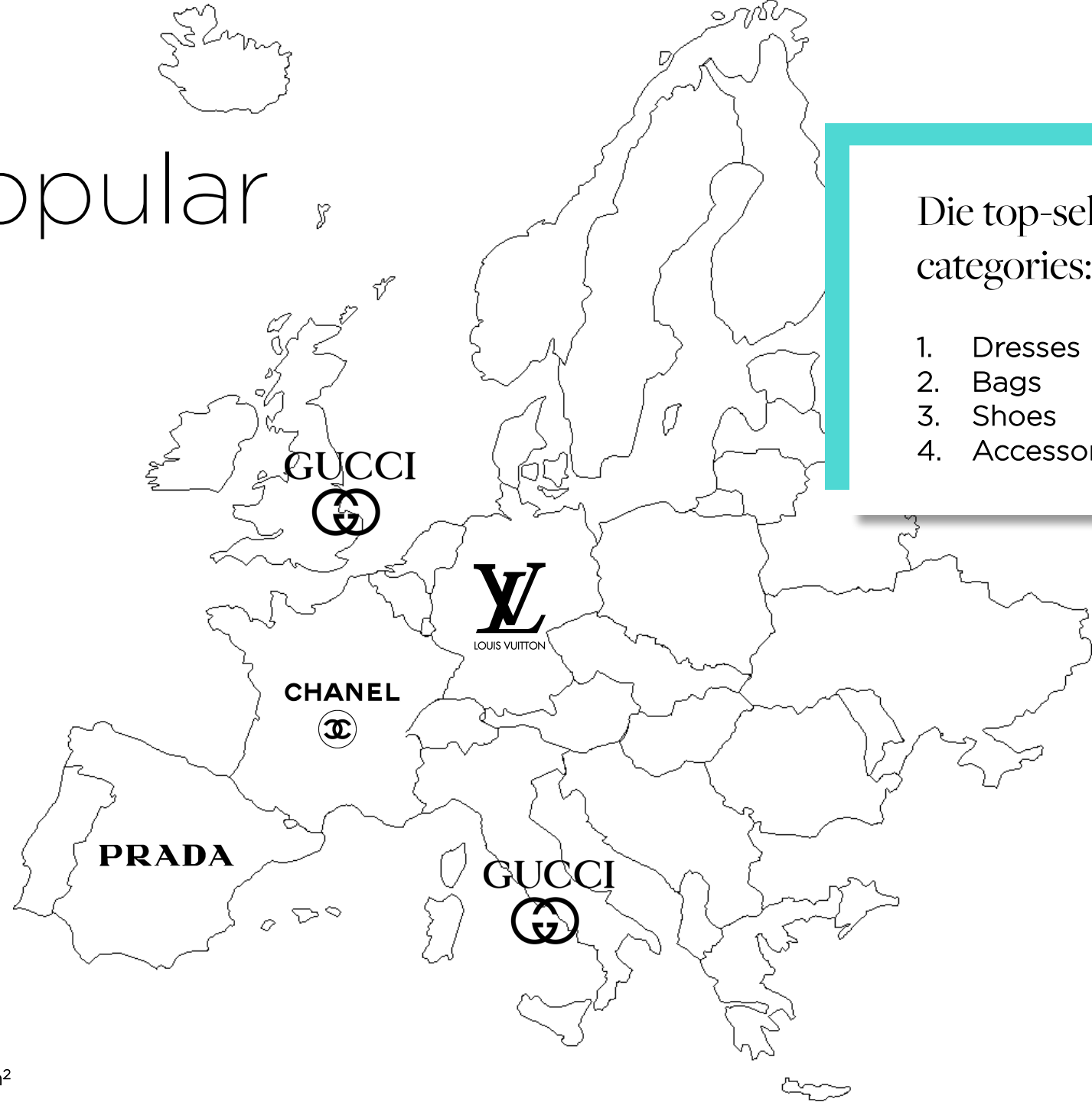


*5 pieces of clothing, 1 pair of shoes, 1 piece of jewellery, 1 accessories and a handbag, minus 35% commission.

Designer second-hand in Europe

The most popular brands in Europe

1. 
LOUIS VUITTON
2. 
GUCCI
3. 
PRADA



Die top-selling categories:

1. Dresses
2. Bags
3. Shoes
4. Accessories

Who is buying what in Europe ?



Great-Britain

Britain is the most reserved in negotiating prices. In first place is Hungary, Swiss and Austrians also like to bargain to get their designer pieces..



The Netherlands

Dutch and Germans buy more pre-loved clothes than Italians and English.

Italy

Italians buy more pre-loved handbags than their European neighbours from Great Britain, Germany and the Netherlands.

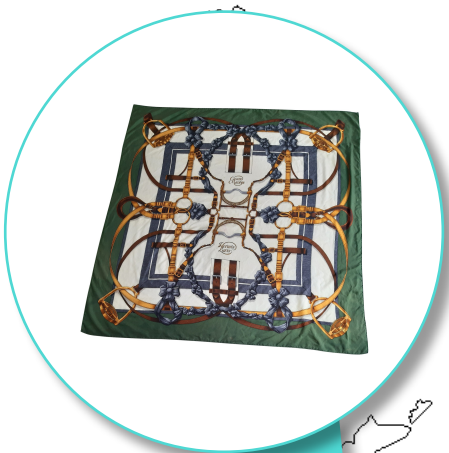
Italy is a seller country of second-hand fashion (29% buyers, 71% sellers), Germany is a buyer country (66% buyers, 34% sellers)



The best-selling designer pieces in Europe

UK

Carré 90x90 , Hermès



DE

Sac Noé Louis Vuitton



NL

Flap Bag 2.55, Chanel



IT

Falabella, Stella McCartney



Best-selling bags

of the top designer brands in Europe²



1.



Speedy



Flap Bag



Marmont



Kelly Bag 32



Baguette



Lady Dior

2.



Neverfull



Boy Bag



Dionysus



Birkin Bag 35



Peckaboo



Saddle Bag

3.



Sac Noé



Wallet on a chain



Bamboo



Constance



Spy Bag



Diorissimo

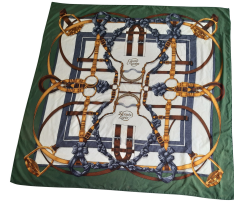
Best-selling brand/category-combinations in Europe

1.



Louis Vuitton
handbags

2.



Hermès
scarves

3.



Gucci
handbags

4.















Diane von Furstenberg
dresses

5.



Burberry
coats

Top searches

2019	2020
1. CHANEL 	1. CHANEL 
2. GUCCI 	2. GUCCI 
3. LV LOUIS VUITTON 	3. LV LOUIS VUITTON 
4. HERMÈS PARIS 	4. HERMÈS PARIS 
5. MCM 	5. Dior
6. PRADA	6. PRADA
7. Dior	7. MCM 
8. FENDI 	8. BALenciAGA
9. BALenciAGA	9. FENDI 
10. BURBERRY LONDON ENGLAND	10. BURBERRY LONDON ENGLAND

Ascending

Dior

Descending



Louis Vuitton Neverfull



Gucci Marmont



Chanel Flap Bag

The fastest sales

Fastest selling categories:

1. Accessoires
2. Schmuck
3. Handtaschen
4. Schuhe

75%

of all Louis Vuitton
pieces sell within
the first 3 month

Fastest selling brands:

1. Louis Vuitton
2. Burberry
3. Hermès
4. Tiffany

Fastest seller



Sold in
58 Sec

Birkin Bag 35, Hermès
sold for 52.000€



Sold in
62 Sec

Sonnenbrille, MiuMiu
sold for 150€

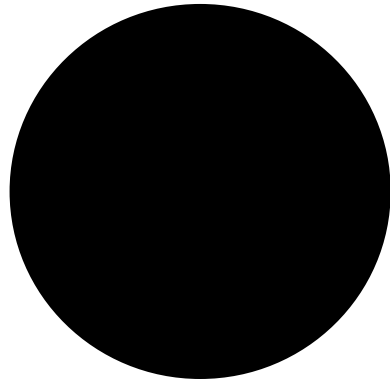


Sold in
63 Sec

Faye, Chloé
sold for 680€

Best-selling colors

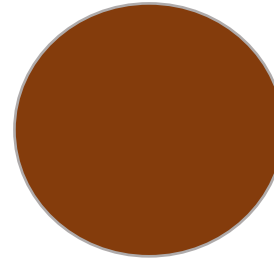
29% of all sold pre-loved articles are black.



black



blue



brown



grey

Blue items are popular

Compared to the previous year, blue has moved from 3rd to 2nd place of the most popular colours.

Vintage-Hype

The demand for vintage pieces* has increased by **19%** in comparison to the previous year.

Top Vintage-Pieces 2020



Chanel
bags



Yves Saint Laurent
blazer



Louis Vuitton
bags



Prada
bags

"The interest in vintage products has increased in recent years. One reason is the desire of the younger target group to express their individuality through unique fashion items.



The collections of international luxury brands are also currently referring to their models from the 1970s, 80s and 90s, which gives the vintage trend a further boost.

At Chanel, the interpretation of the classic flap bag, jewellery and everything that carries a CC logo is clearly the current trend. Prada's nylon bags with the triangular logo are selling very well, as these designs from the past can be found again in the brand's latest collections.

Björn Holzhauer, REBELLE Brand Expert

The highest resale value

Top brands

1. 
HERMÈS
PARIS
2. **CHANEL**

3. **LV**
LOUIS VUITTON
4. **GUCCI**


Top categories

1. Bags
2. Watches
3. Jewellery
4. Clothing

Investment-Pieces 2020

Designer classics with the highest resale value



The Hermès Birkin Bag 30
was resold for

∅ **34,5%**

more than the RRP



The Louis Vuitton Pochette Mini
was resold for

∅ **32,7%**

more than the RRP



The Hermès Constance
was resold for

∅ **16,6%**

more than the RRP

It-bags with resale potential



Louis Vuitton
Escale Speedy 30
Bandouliere

New price: 1.670 €
Resale: Ø 2.500 €



Louis Vuitton
Pochette Métis

New price: 1.420 €
Resale: Ø 2.000 €



Bottega Veneta
Pouch

New price: 2.100 €
Resale: Ø 2.000 €



Dior
Montaigne

New price: 2.500 €
Resale: Ø 2.200 €



Gucci
Horsebit

New price: 1.790 €
Resale: Ø 1.600 €

"The Hermès Birkin Bag is still one of the absolute winners in 2020, when it comes to resale value. Louis Vuitton's Pochette Mini and the Hermès Constance are also among the top three investment pieces. In addition, the Hermès Kelly and the 2.55 from Chanel are suitable as long-term investments, too. The luxury houses have raised their new prices again in 2020. Those who bought a classic black Chanel Flap Bag Medium ten years ago for approx. 2.800€ can now resell it – in very good condition – for approx. 4.500€.

Among the current designer pieces to watch are bags from the limited Louis Vuitton Escale collection. Despite the launch date during the Corona crisis, these were sold very well, sometimes for much more than the original price. Also the Bottega Veneta Pouch in smooth leather and the Gucci Horsebit Bag have what it takes to be a new It-Piece".

Björn Holzauer, REBELLE Brand Expert

More fakes

8%

more counterfeit products have reached REBELLE in the last year. Striking is, that the quality of the imitations is getting better and better*.

Most fakes come from these brands:



LOUIS VUITTON



"Louis Vuitton is the most counterfeited brand in 2020. Very popular is the Keepall model. As the plagiarism market becomes larger and more comprehensive, the fake rate of all brands is increasing.

Every designer and every model has different characteristics that need to be taken into account, when checking authenticity. We first check the feel and the quality of workmanship. This is how you can recognize many fakes at first glance. We also check typography, serial numbers, label embossing, metal elements, zippers, seams, date codes or bag maker stamps and also the smell. It is also important to take a close look at the accessories, such as dust bags or the invoice, as these are also very professionally counterfeited.

Only if the Rebelle experts are 100% certain, that the item is an original, it will pass the authenticity check and be sent to the buyer.

Johanna Eggers, Head of Brand Check & Product Quality Control

Quellen:

¹ mafo.de/Norstatpanel survey for REBELLE 12/2018

Gender: female 100%, n500

Age:

18- 29 years 25,6%

30-39 years 35,3%

40-55 years 39,1%

fashion-conscious women who buy fashion online

² from REBELLE customer- and product information 2018 - 2020

³ from surveys of German Rebelle buyers and sellers February 2020

⁴ Greenpeace Survey, 11/2015



REBELLE

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