

RETAIL

TikTok, TV dictate high-end resale trends: The RealReal

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Consumers are shifting their spending to account for financial uncertainty. Image credit: The RealReal

By ZACH JAMES

Luxury resale platform The RealReal is out with the seventh edition of an annual publication.

The [2024 Luxury Resale Report](#), published Aug. 21, names TikTok and popular TV shows as the catalysts setting pre-loved fashion trends within the high-end space. The authors of the volume also note that consumers are deciding to spend on items with long-term value and usability over pieces with shorter shelf lives.

"Fashion is undergoing a seismic shift; trends less frequently flow from the top (runways), and are now emerging from the ground up through things like TikTok, television shows, and everyday street style," said Rati Sahi Levesque, president and chief operating officer of The RealReal, in a statement.

"This unprecedented collision of fashion and culture is empowering consumers to shape trends themselves, driving demand for unique, high-value items that reflect their personal style," Ms. Levesque said. "They're looking to invest in quality more, especially during a time of economic insecurity; it's no longer about what's new being what's next, it's about what's going to last."

"More than ever, shoppers are curating their wardrobes with a focus on distinctiveness and enduring value."

The report draws upon sales data and searches from The RealReal's 37 million members, comparing 13 years of annual results.

Enduring names

The brands garnering the most attention on the e-commerce platform are, on the whole, the industry titans that dominate the space.

Louis Vuitton, Chanel, Prada, Gucci, Loewe, Miu Miu, Celine, Bottega Veneta, Dior and The Row, respectively, make up the top 10 most-searched luxury labels. Among the Gen Z crowd, Prada was the most popular, with The RealReal crediting the maison's throwbacks to 1990s and Y2K trends for its second-hand success.



Pre-loved items are serving as a way for younger audiences to enter the high-end market. Image credit: The RealReal

Meanwhile, Boomers and Zoomers led Chanel and Gucci's handbags to be the first- and second-most searched items on the site, respectively. Miu Miu seemingly appealed to all age groups, with queries related to its vintage pieces jumping nearly 50 percent compared to last year.

Despite Miu Miu's cross-generational appeal, Loewe is one of the hottest prestige brands at the moment, overtaking the Italian maison to top the latest Lyst Index ([see story](#)).

Fine jewelry saw the biggest increase in demand among all segments and product types, continuing an upward trend that began last year ([see story](#)). The RealReal attributes this result to consumers wanting to invest in items that will hold long-term value, uplifting their chance of ROI; pricey pieces from luxury juggernauts such as Cartier, Tiffany & Co. and Van Cleef & Arpels garnered the most demand from the platform's user base.

Shifting tides

With the help of social media and streaming, vintage looks have gone mainstream.

With iconic television series, such as "Sex and the City" and "The Sopranos," reaching younger audiences on Netflix and Max, respectively, for the first time, the maisons mentioned and worn in the shows are receiving increased attention. In particular, Dolce & Gabbana and Prada are jumping in popularity, with searches for the former up 14 percent year-over-year among Gen Z consumers; the latter label was the most popular among the demographic.



Searches for pre-owned pieces from designer Tom Ford's time at Gucci have more than doubled in the past year. Image credit: The RealReal

Thanks to "The Sopranos" being popular on TikTok, interest in fur coats and other items that fit the "mob wife" aesthetic has surged by up to 103 percent.

These '90s- and Y2K-inspired looks are shifting casualwear trends as well, with streetwear sales for brands such as Supreme, Jordan and Off-White decreasing by 25 percent, 34 percent and 35 percent, respectively, on the platform.

Meanwhile, men's formalwear exploded in demand, with pre-loved pieces from Zegna, Armani and Dior seeing the largest increases in sales.

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