



KEY TAKEAWAYS:

BUYING TRENDS

23.1% OF RESPONDENTS SAY THEY PURCHASE LUXURY, HIGHER-END, FASHION GOODS OCCASIONALLY OR OFTEN. ON BALANCE, RESPONDENTS FEEL THEY HAVE RECENTLY BEEN REDUCING THEIR PURCHASES OF HIGHER END FASHION ITEMS – BOTH INCREASES AND DECREASES IN SPEND WERE DRIVEN BY DECISIONS RELATED TO MONEY. 39.9% OF ALL RESPONDENTS SAID THEY PROBABLY OR DEFINITELY WOULD BUY LUXURY FASHION ITEMS SECOND-HAND.

SELLING TRENDS

31.8% OF RESPONDENTS WOULD HAVE INTEREST IN SELLING USED/SECOND-HAND LUXURY GOODS THAT THEY HAVE IN THEIR CLOSET. RESPONDENTS WHO BUY LUXURY ITEMS MORE FREQUENTLY ARE MORE LIKELY TO SAY THEY HAVE ITEMS THEY WOULD CONSIDER SELLING.

AWARENESS AND SHARE

AFTER EBAY, UNAIDED AWARENESS FOR BUYING SECOND-HAND LUXURY FASHION ITEMS FAVORS POSHMARK, THREDUP, AND PLATOS CLOSET. IN AIDED AWARENESS AND % OF CONSUMERS WHO HAVE MADE A PURCHASE, AFTER EBAY THE TOP CHOICES WERE POSHMARK, FOLLOWED BY THREDUP, JUST FAB, RUELALA, AND THE REALREAL.

PLATFORM SENTIMENT

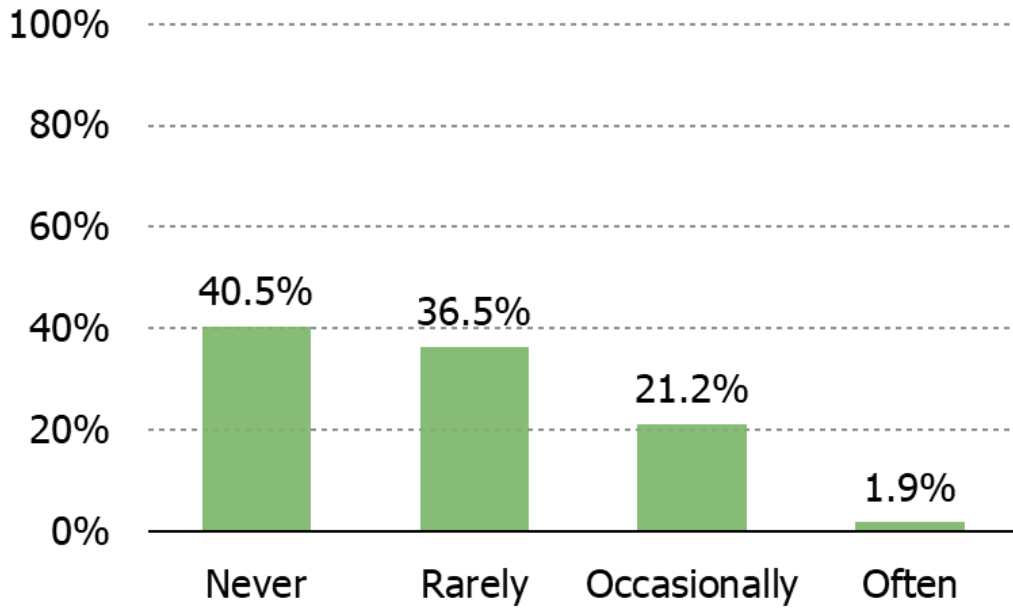
LOYALTY ISN'T TERRIBLY STRONG FOR ALL SECOND-HAND RETAILERS IN OUR SURVEY, BUT WE WOULD NOTE THAT THE REALREAL RECEIVED THE HIGHEST LOYALTY RATING. THE REALREAL ALSO RECEIVED THE HIGHEST SCORE FOR CUSTOMER EVALUATION OF SELECTION OF ITEMS. THREDUP RECEIVED THE HIGHEST SCORE WHEN IT COMES TO HOW GOOD THE PRICING CUSTOMERS FEEL IS WHEN THEY SHOP THERE, FOLLOWED BY THE REALREAL AND POSHMARK. POSHMARK CUSTOMERS ARE THE MOST ACTIVE WHEN IT COMES TO PURCHASE FREQUENCY, FOLLOWED BY THREDUP AND THE REALREAL.

MARKET SIZING LUXURY CONSIGNMENT GOODS

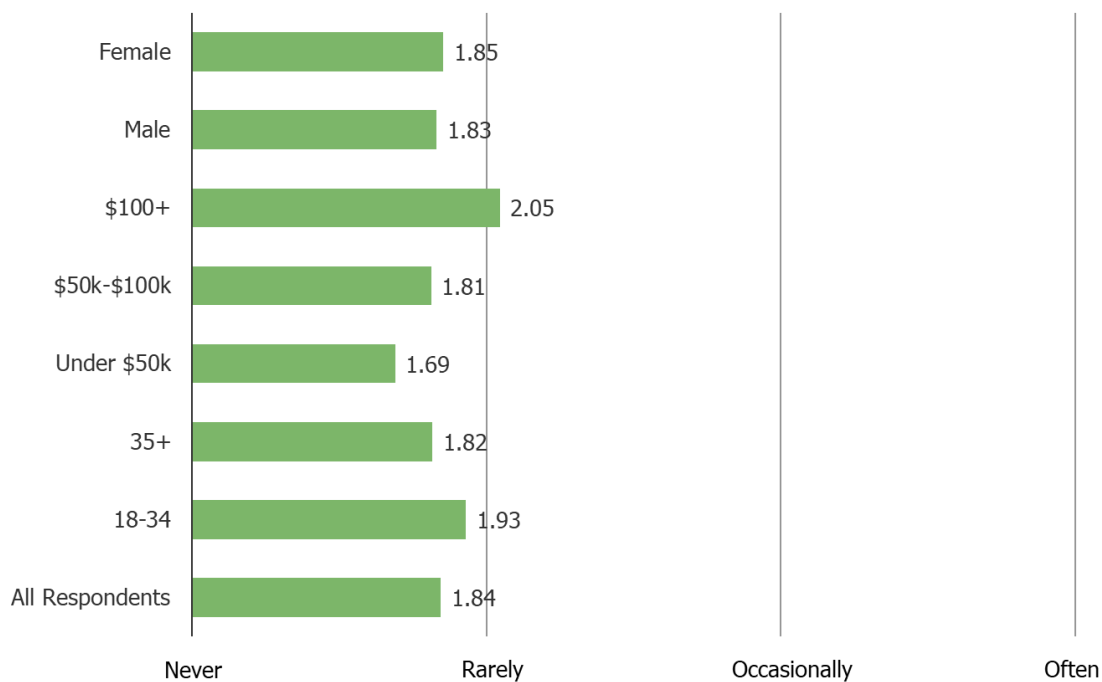
First-Hand Feedback on Second-Hand Items

HOW OFTEN DO YOU PURCHASE HIGHER-END, LUXURY, FASHION GOODS?

Posed to all respondents.



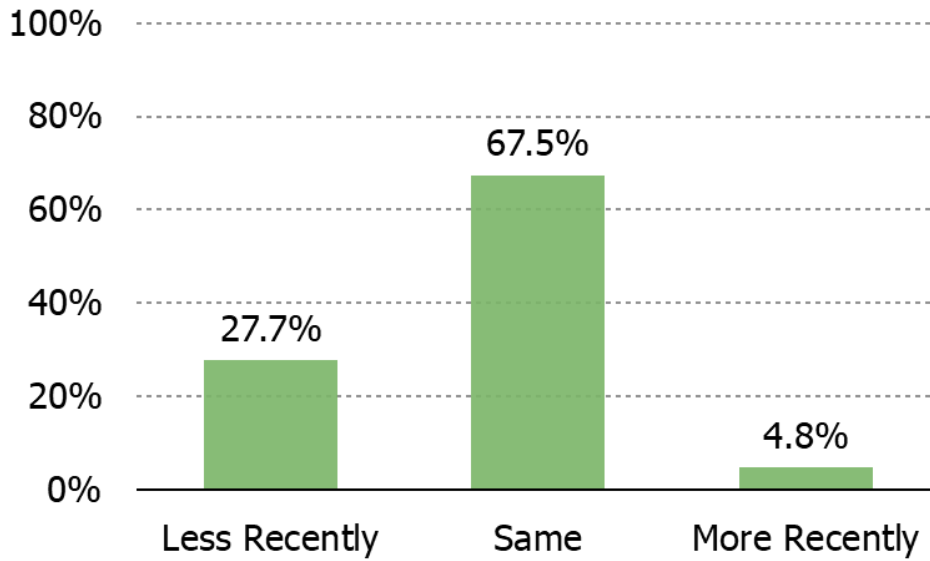
Cross-Tabs (Weighted Average)



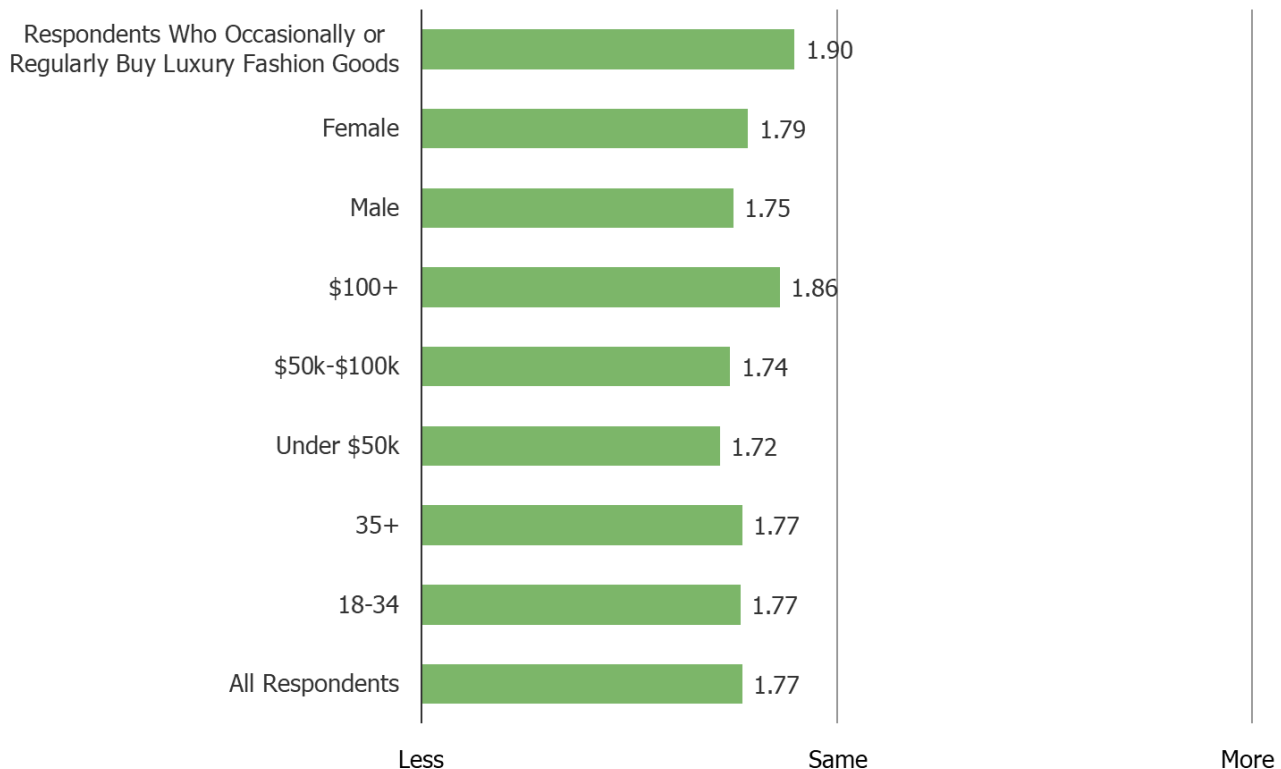
First-Hand Feedback on Second-Hand Items

HAVE YOU RECENTLY BEEN CHANGING HOW OFTEN YOU SHOP LUXURY OR HIGHER END FASHION ITEMS?

Posed to all respondents.



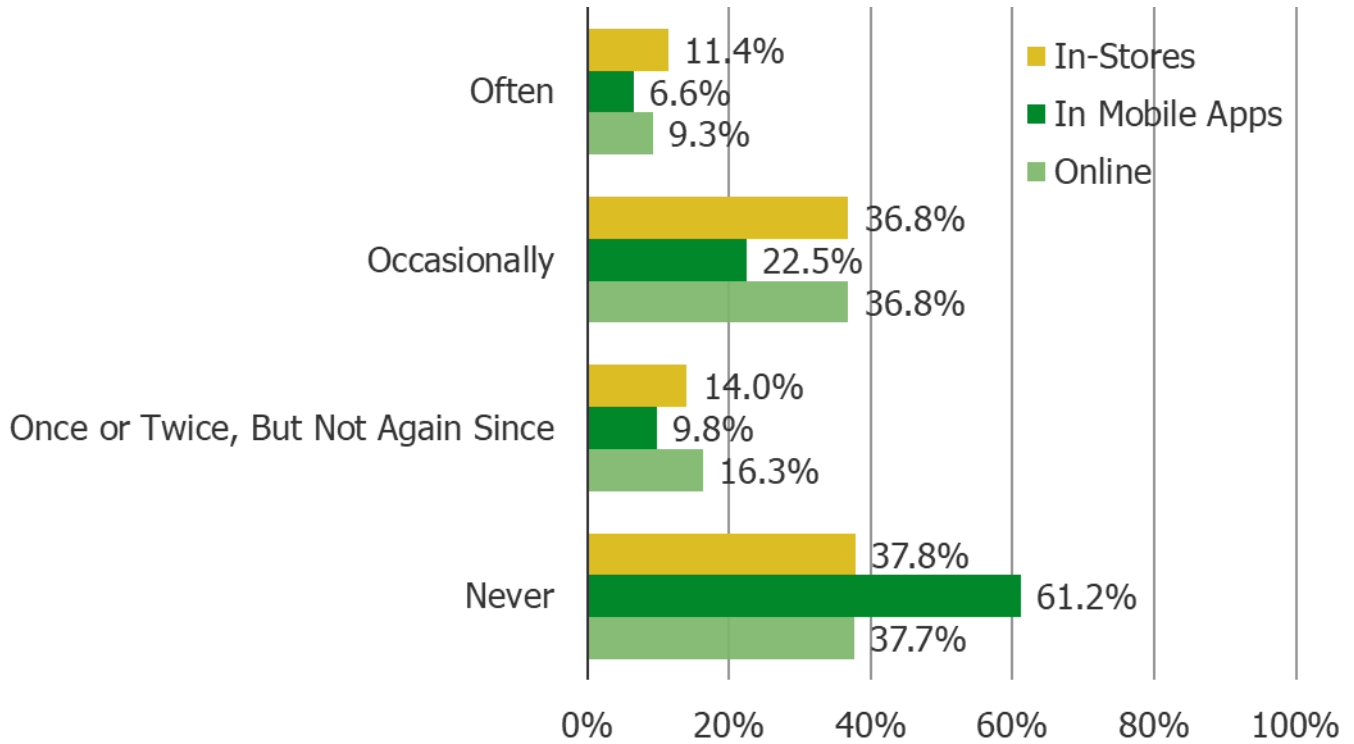
Cross-Tabs (Weighted Average)



First-Hand Feedback on Second-Hand Items

HOW OFTEN DO YOU SHOP FOR USED/PRE-OWNED GOODS VIA THE FOLLOWING...?

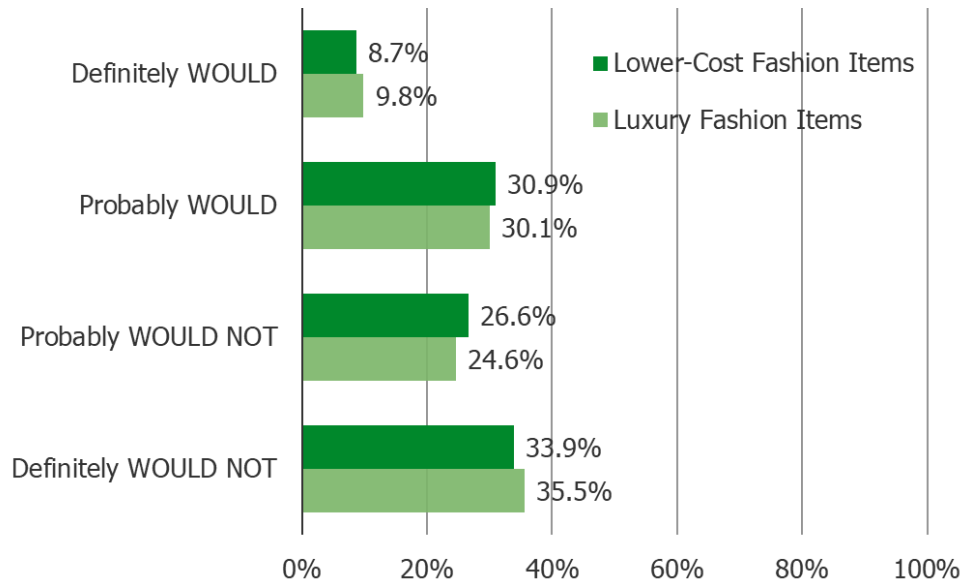
Posed to all respondents.



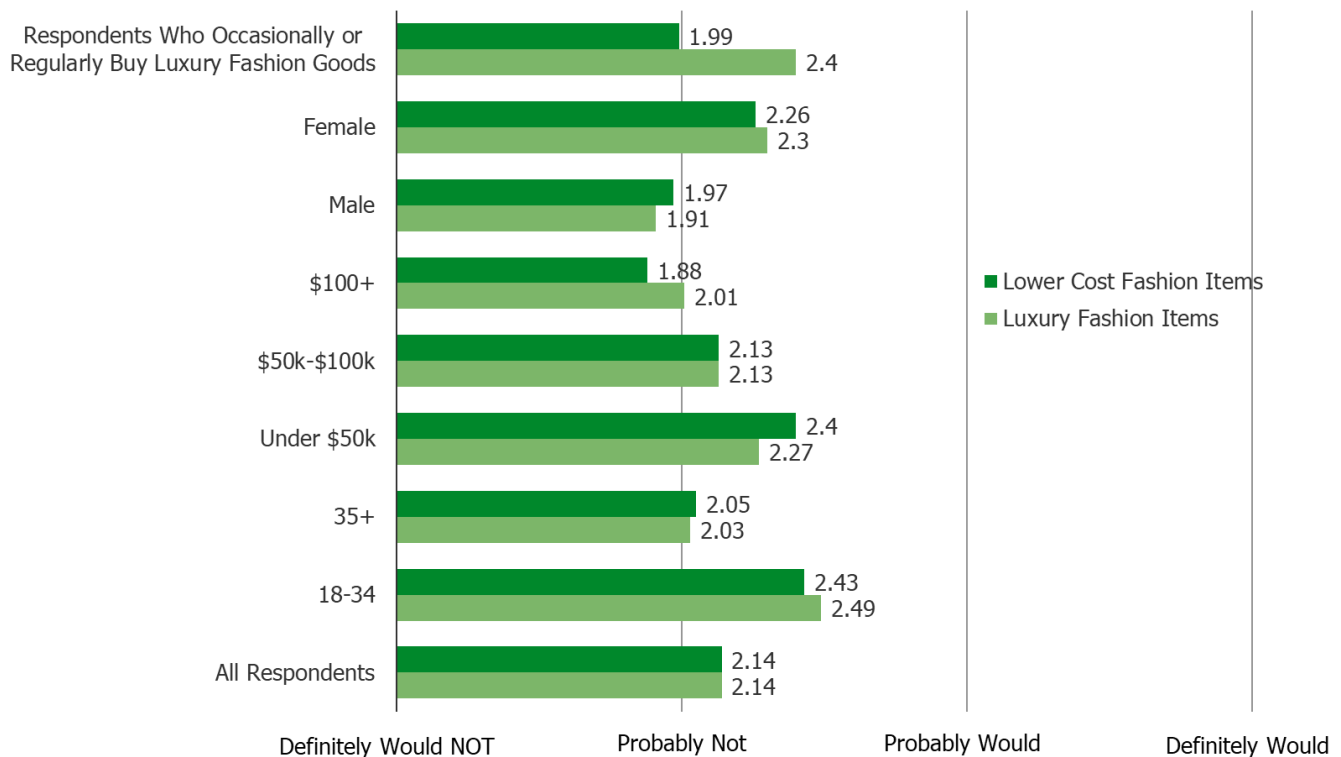
First-Hand Feedback on Second-Hand Items

HOW MUCH INTEREST WOULD YOU HAVE IN BUYING THE FOLLOWING USED/SECOND-HAND?

Posed to all respondents.



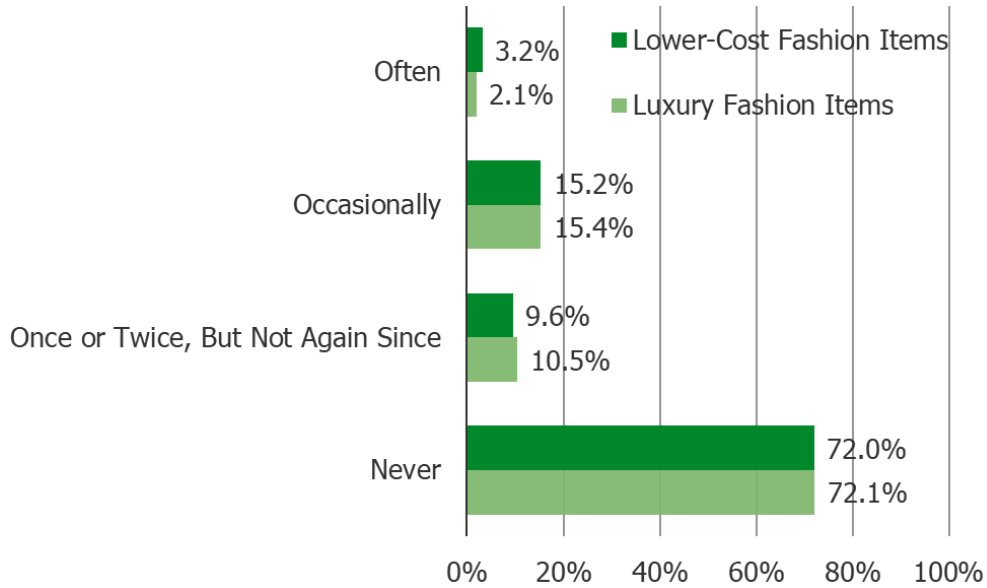
Cross-Tabs (Weighted Average)



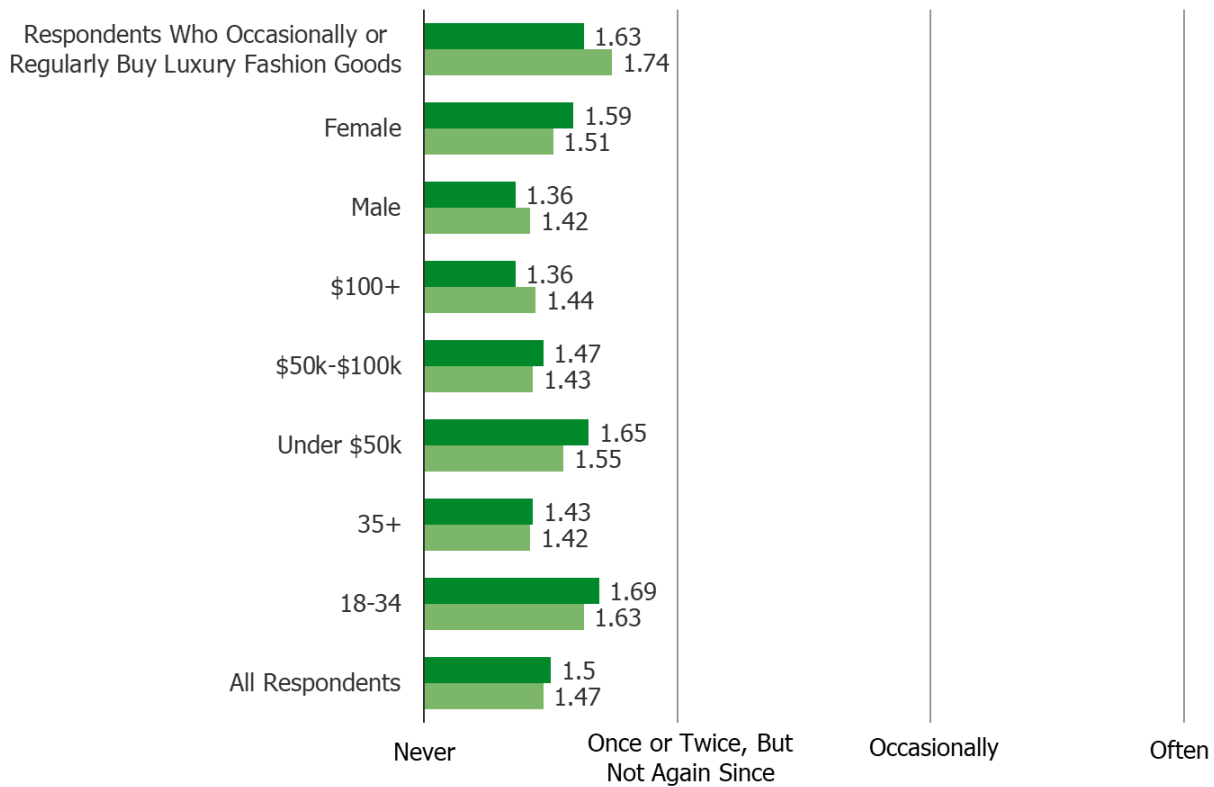
First-Hand Feedback on Second-Hand Items

HOW OFTEN DO YOU SELL USED/PRE-OWNED GOODS THAT YOU OWN?

Posed to all respondents.



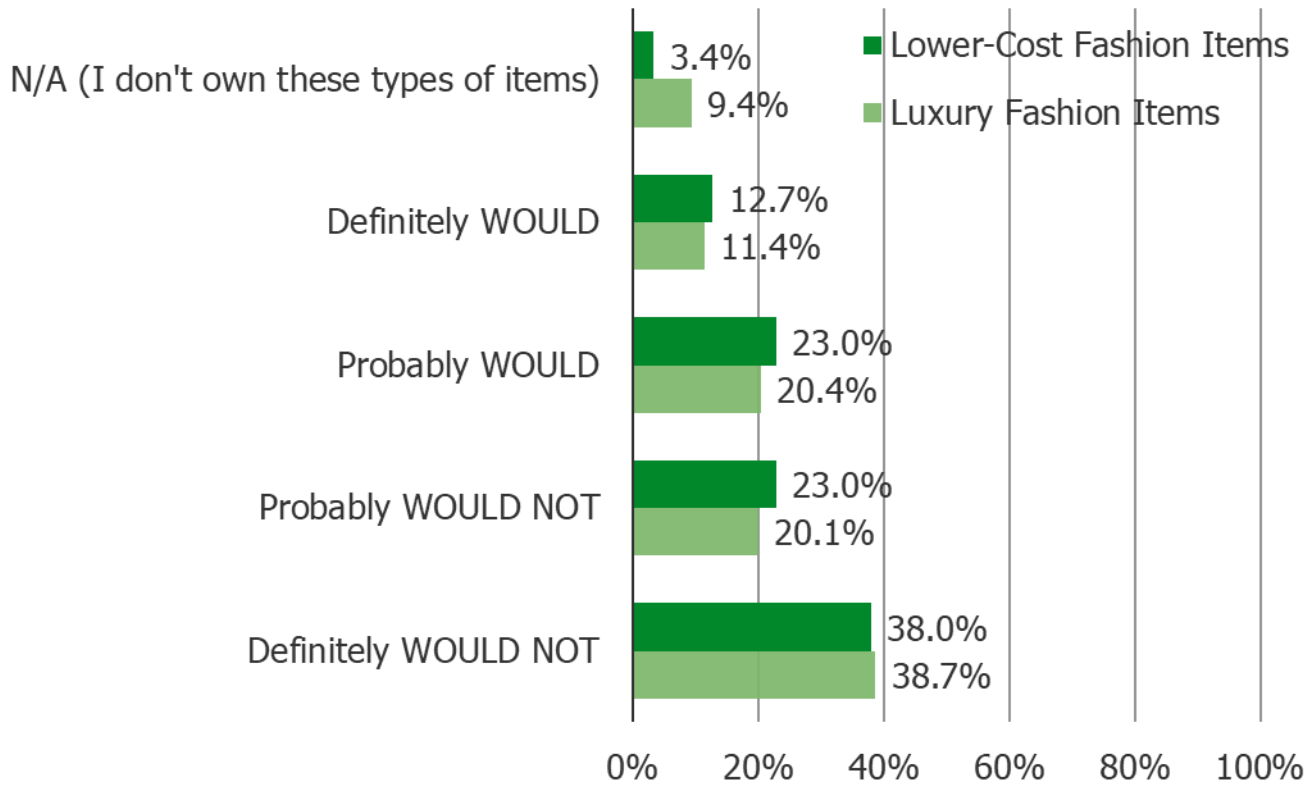
Cross-Tabs (Weighted Average)



First-Hand Feedback on Second-Hand Items

HOW MUCH INTEREST WOULD YOU HAVE IN SELLING USED/SECOND-HAND ITEMS THAT YOU OWN?

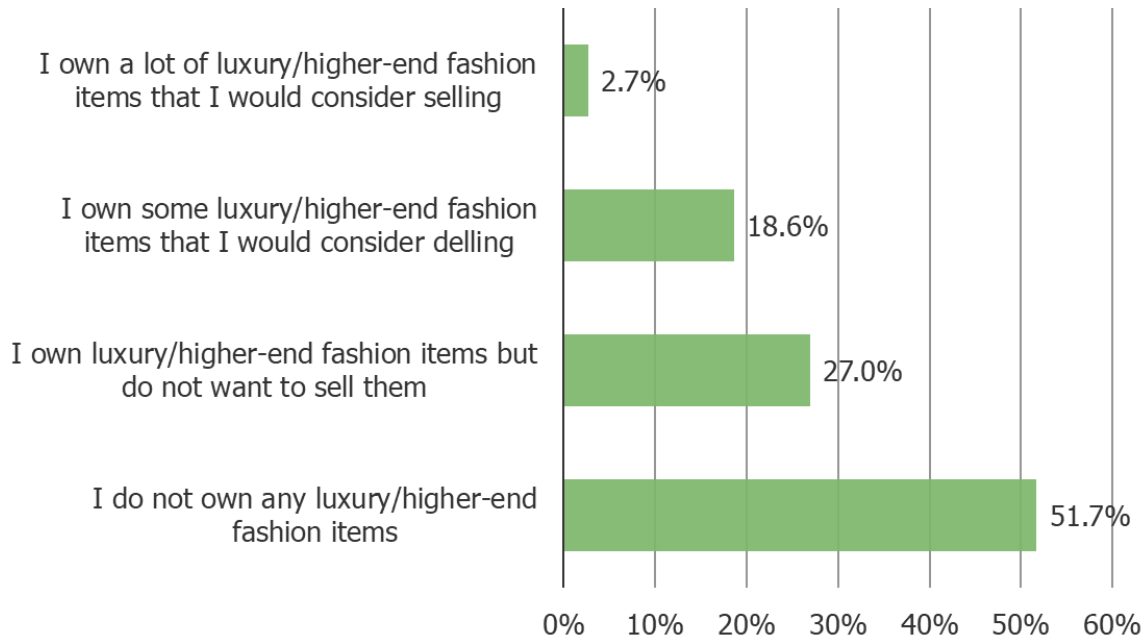
Posed to all respondents.



First-Hand Feedback on Second-Hand Items

DO YOU HAVE ANY LUXURY/HIGHER-END FASHION ITEMS IN YOUR CLOSET THAT YOU COULD SEE YOURSELF SELLING?

Posed to all respondents.



Cross-Tabs (by how often they buy luxury fashion items)



CONSIGNMENT PLATFORM ANALYSIS: BUYING

First-Hand Feedback on Second-Hand Items

WHEN YOU THINK ABOUT RETAILERS THAT HELP CONSUMERS BUY OR SELL USED/SECOND-HAND LUXURY / HIGHER-END FASHION ITEMS, WHICH COMES TO MIND FIRST?

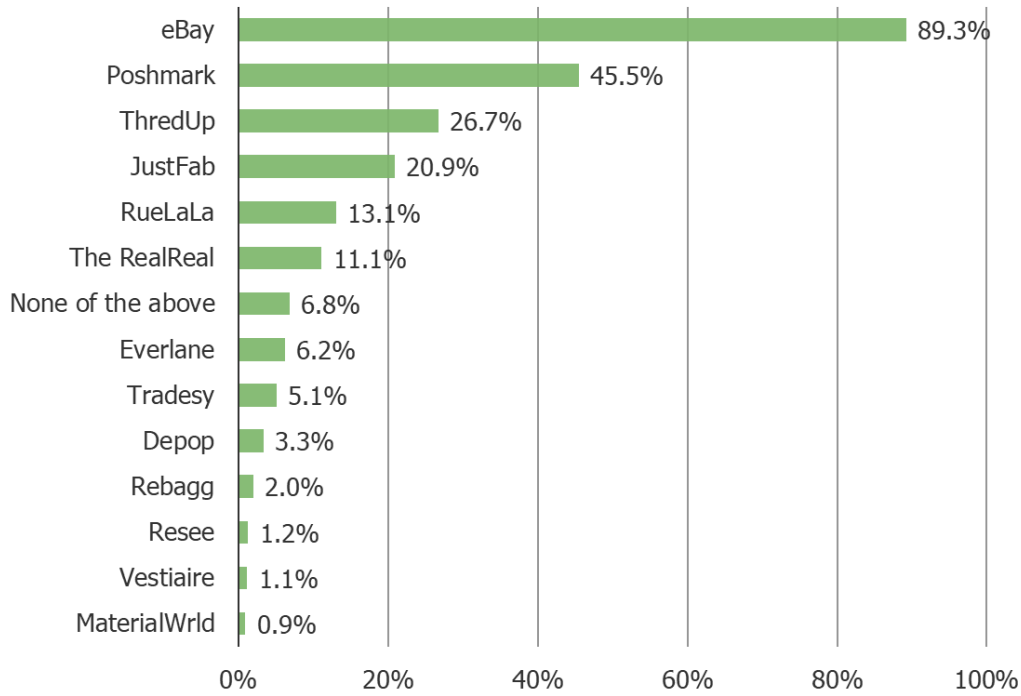
Posed to all respondents.



First-Hand Feedback on Second-Hand Items

HAVE YOU HEARD OF ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to all respondents.



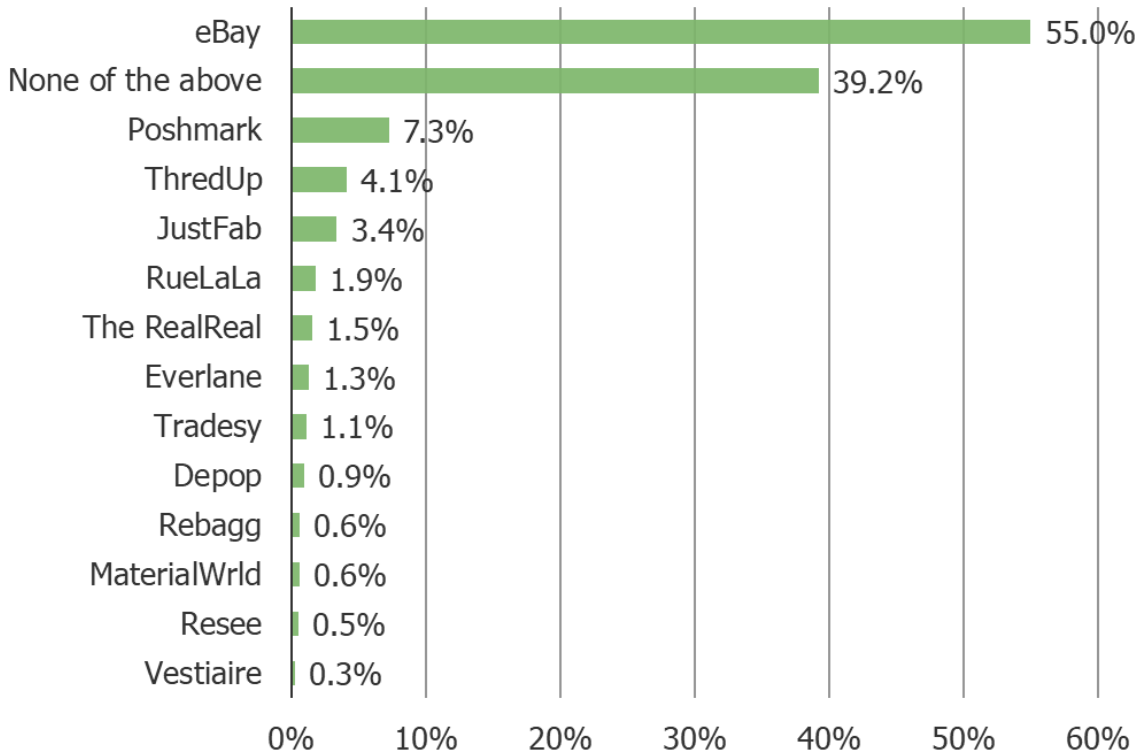
Cross-Tabs (% who has heard of each of the following)

	All Respondents	18-34	35+	Under \$50k	\$50k-\$100k	\$100+	Male	Female	Respondents Who Occasionally or Regularly Buy Luxury Fashion Goods
MaterialWrld	0.9%	2.1%	0.6%	0.9%	1.2%	0.7%	1.3%	0.7%	1.8%
Vestiaire	1.1%	2.9%	0.6%	1.2%	5.8%	1.7%	0.8%	1.4%	2.7%
Resee	1.2%	3.3%	0.6%	0.9%	1.5%	1.3%	1.3%	1.2%	2.2%
Rebagg	2.0%	2.1%	1.9%	2.2%	1.5%	2.3%	1.8%	2.1%	3.1%
Depop	3.3%	10.7%	0.8%	3.1%	4.1%	2.6%	1.3%	4.7%	4.0%
Tradesy	5.1%	5.8%	4.8%	4.3%	6.1%	4.6%	1.0%	7.8%	9.8%
Everlane	6.2%	9.9%	4.9%	5.2%	5.9%	7.6%	3.3%	8.2%	10.3%
None of the above	6.8%	7.4%	6.6%	7.4%	7.3%	5.6%	8.3%	5.8%	4.9%
The RealReal	11.1%	12.4%	10.7%	11.0%	9.4%	13.2%	4.5%	15.7%	20.5%
RueLaLa	13.1%	12.4%	13.3%	13.8%	11.7%	13.9%	7.3%	17.1%	50.5%
JustFab	20.9%	36.8%	15.6%	27.9%	19.3%	15.2%	5.0%	31.9%	22.3%
ThredUp	26.7%	34.7%	24.0%	29.8%	26.6%	23.4%	3.3%	42.9%	28.1%
Poshmark	45.5%	55.0%	42.4%	47.9%	45.6%	42.9%	25.2%	59.6%	52.7%
eBay	89.3%	86.8%	90.1%	88.7%	89.2%	90.1%	89.9%	88.9%	88.0%

First-Hand Feedback on Second-Hand Items

HAVE YOU EVER BOUGHT ANYTHING FROM ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to all respondents.



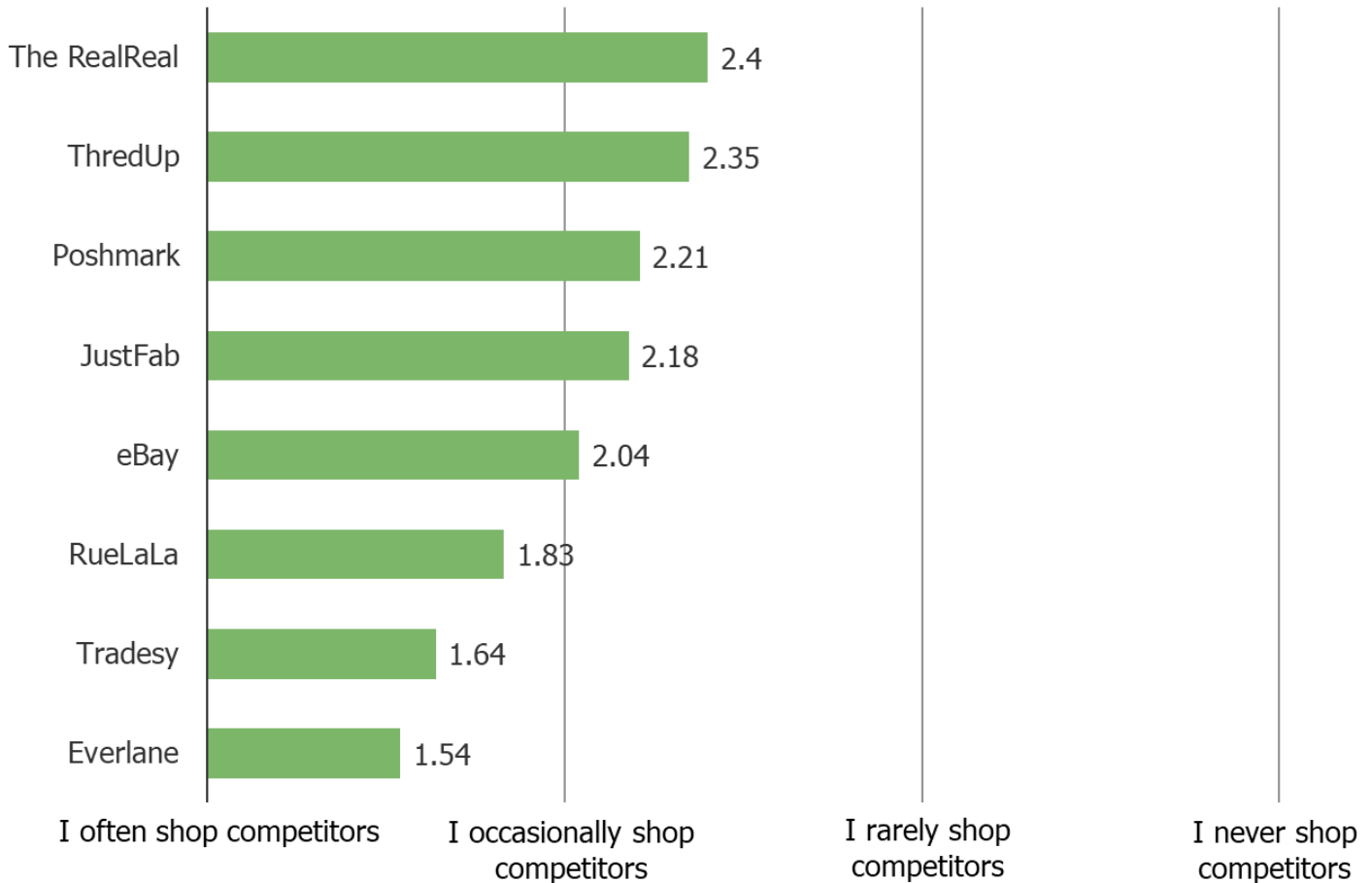
Cross-Tabs (% who has bought from each of the following)

	Responses	18-34	35+	Under \$50k	\$50k-\$100k	\$100+	Male	Female	Respondents Who Occasionally or Regularly Buy Luxury Fashion Goods
Answer Choices									
Vestiaire	0.3%	0.8%	0.1%	0.0%	0.0%	1.0%	0.5%	0.2%	0.9%
Resee	0.5%	1.7%	0.1%	0.0%	0.9%	0.7%	0.5%	0.5%	0.9%
MaterialWrld	0.6%	1.7%	0.3%	0.6%	0.3%	1.0%	0.8%	0.5%	0.9%
Rebagg	0.6%	1.7%	0.3%	0.9%	0.3%	0.7%	0.5%	0.7%	1.8%
Depop	0.9%	2.1%	0.6%	0.9%	0.6%	1.3%	0.8%	1.1%	2.2%
Tradesy	1.1%	1.7%	1.0%	0.6%	1.2%	1.7%	0.5%	1.6%	2.7%
Everlane	1.3%	4.1%	0.4%	1.2%	0.9%	2.0%	1.0%	1.6%	2.7%
The RealReal	1.5%	1.7%	1.5%	1.2%	1.2%	2.3%	0.8%	2.1%	4.0%
RueLaLa	1.9%	1.7%	1.9%	1.8%	1.2%	2.6%	0.8%	2.6%	3.6%
JustFab	3.4%	9.1%	1.5%	5.8%	3.2%	1.0%	1.0%	5.1%	4.0%
ThredUp	4.1%	4.1%	4.1%	4.6%	3.8%	3.7%	0.8%	6.5%	7.6%
Poshmark	7.3%	12.0%	5.7%	7.1%	9.7%	5.0%	2.0%	11.0%	10.7%
None of the above	39.2%	37.2%	39.9%	42.0%	38.0%	37.6%	37.8%	40.2%	36.6%
eBay	55.0%	51.7%	56.1%	51.2%	54.4%	59.7%	62.2%	50.0%	54.9%

First-Hand Feedback on Second-Hand Items

HOW LOYAL ARE YOU TO THIS BRAND WHEN IT COMES TO SHOPPING LUXURY FASHION ITEMS?

Posed to respondents who have purchased from each of the following:



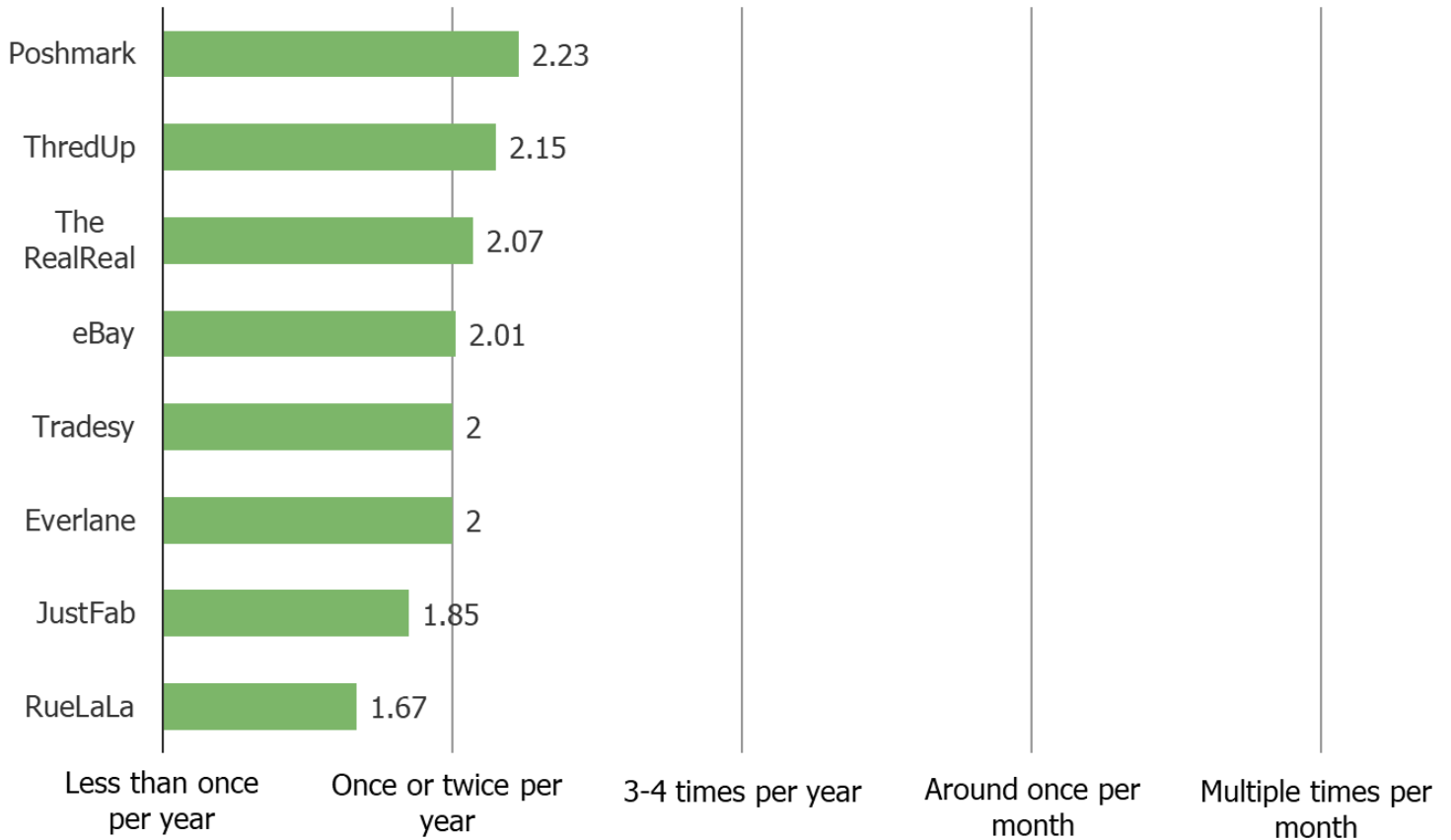
	N =
eBay	534
Poshmark	71
ThredUp	40
JustFab	33
RueLaLa	18
The RealReal	15
Everlane	13
Tradesy	11

Platforms with n's 10 or greater displayed.

First-Hand Feedback on Second-Hand Items

HOW OFTEN DO YOU BUY ITEMS FROM THEM?

Posed to respondents who have purchased from each of the following:



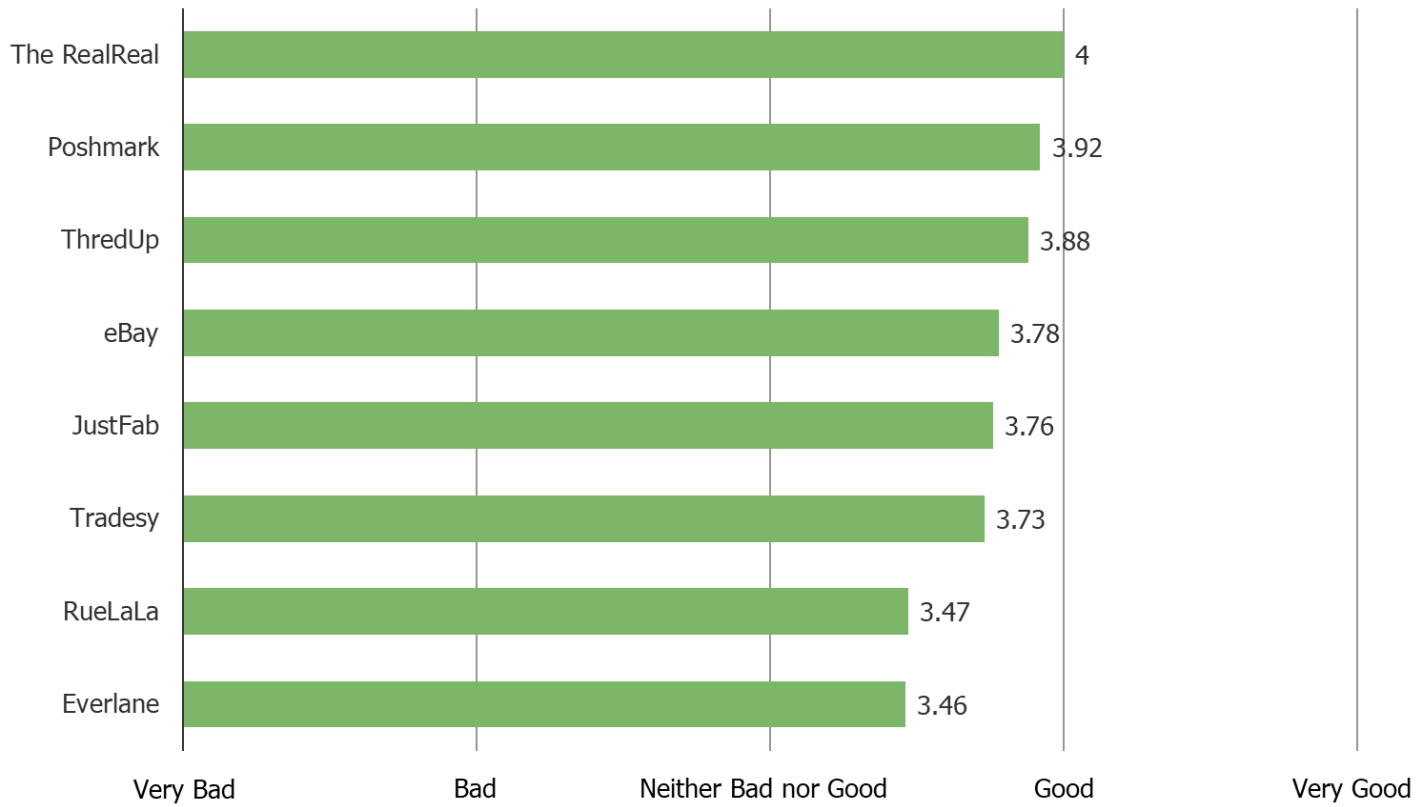
	N =
eBay	534
Poshmark	71
ThredUp	40
JustFab	33
RueLaLa	18
The RealReal	15
Everlane	13
Tradesy	11

Platforms with n's 10 or greater displayed.

First-Hand Feedback on Second-Hand Items

HOW DO YOU RATE THEIR SELECTION OF ITEMS?

Posed to respondents who have purchased from each of the following:



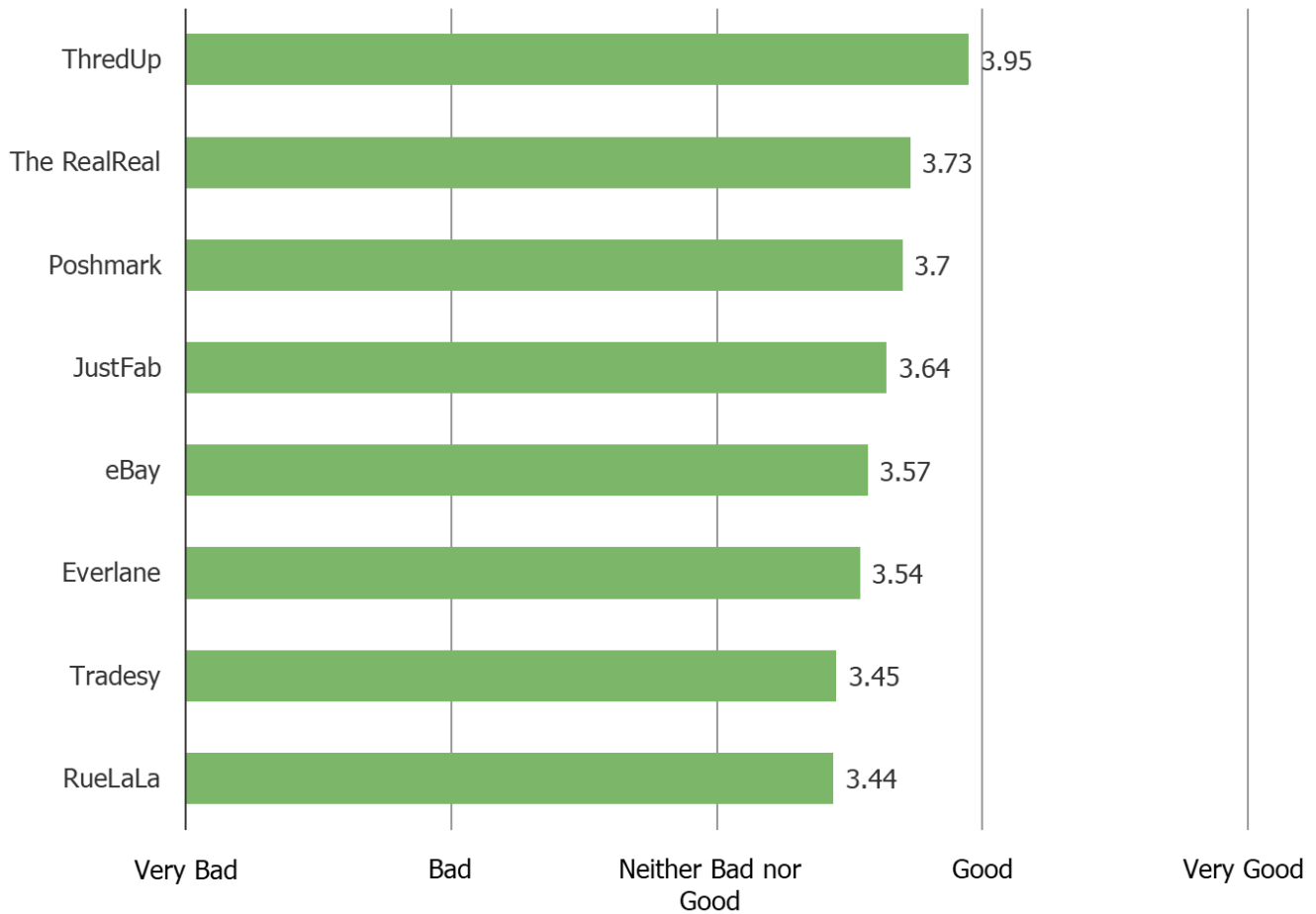
	N =
eBay	534
Poshmark	71
ThredUp	40
JustFab	33
RueLaLa	18
The RealReal	15
Everlane	13
Tradesy	11

Platforms with n's 10 or greater displayed.

First-Hand Feedback on Second-Hand Items

HOW DO YOU RATE THE PRICING YOU GET ON ITEMS WHEN YOU SHOP HERE?

Posed to respondents who have purchased from each of the following:



	N =
eBay	534
Poshmark	71
ThredUp	40
JustFab	33
RueLaLa	18
The RealReal	15
Everlane	13
Tradesy	11

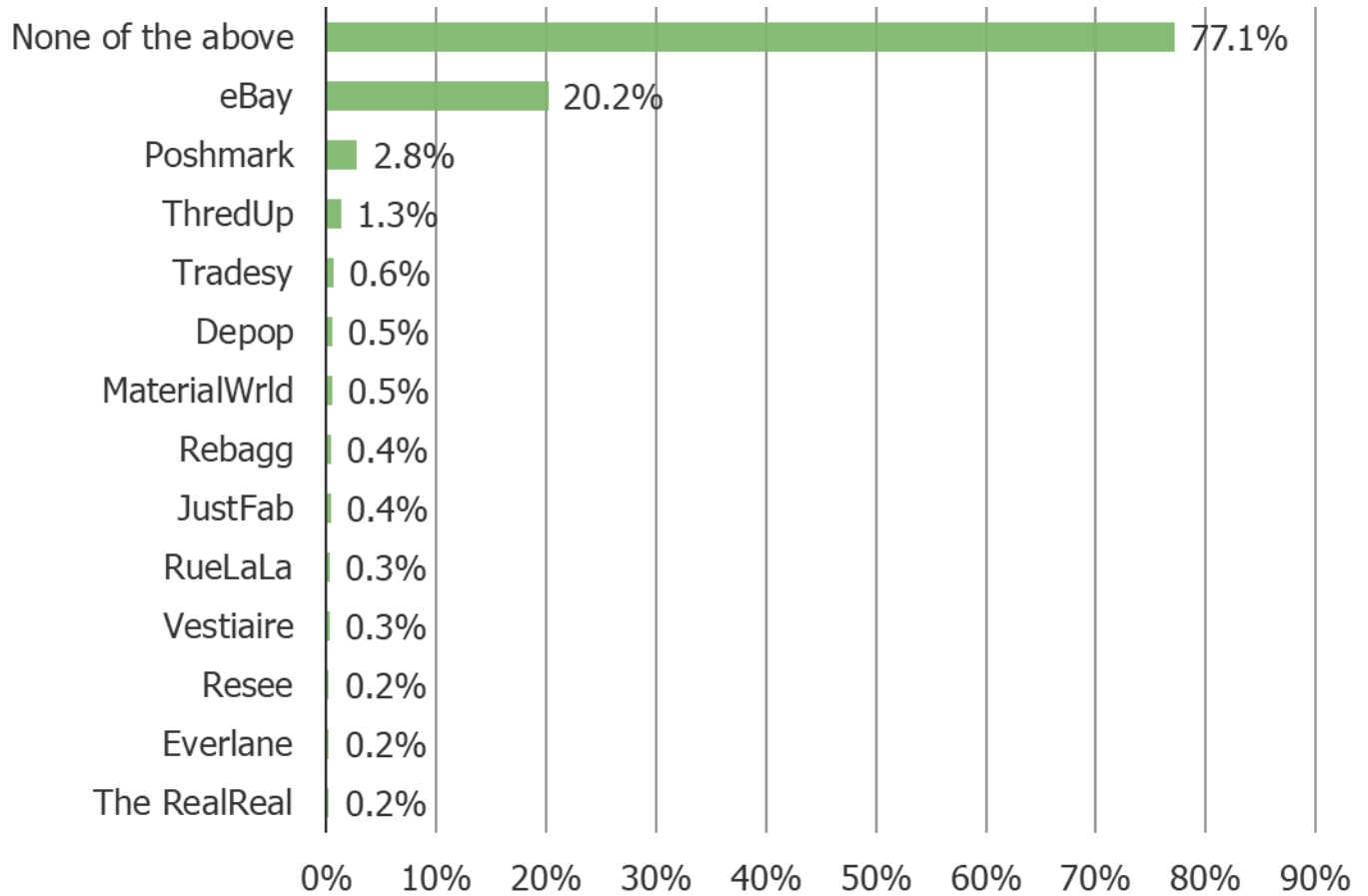
Platforms with n's 10 or greater displayed.

CONSIGNMENT PLATFORM ANALYSIS: SELLING

First-Hand Feedback on Second-Hand Items

HAVE YOU EVER SOLD ANYTHING THROUGH ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

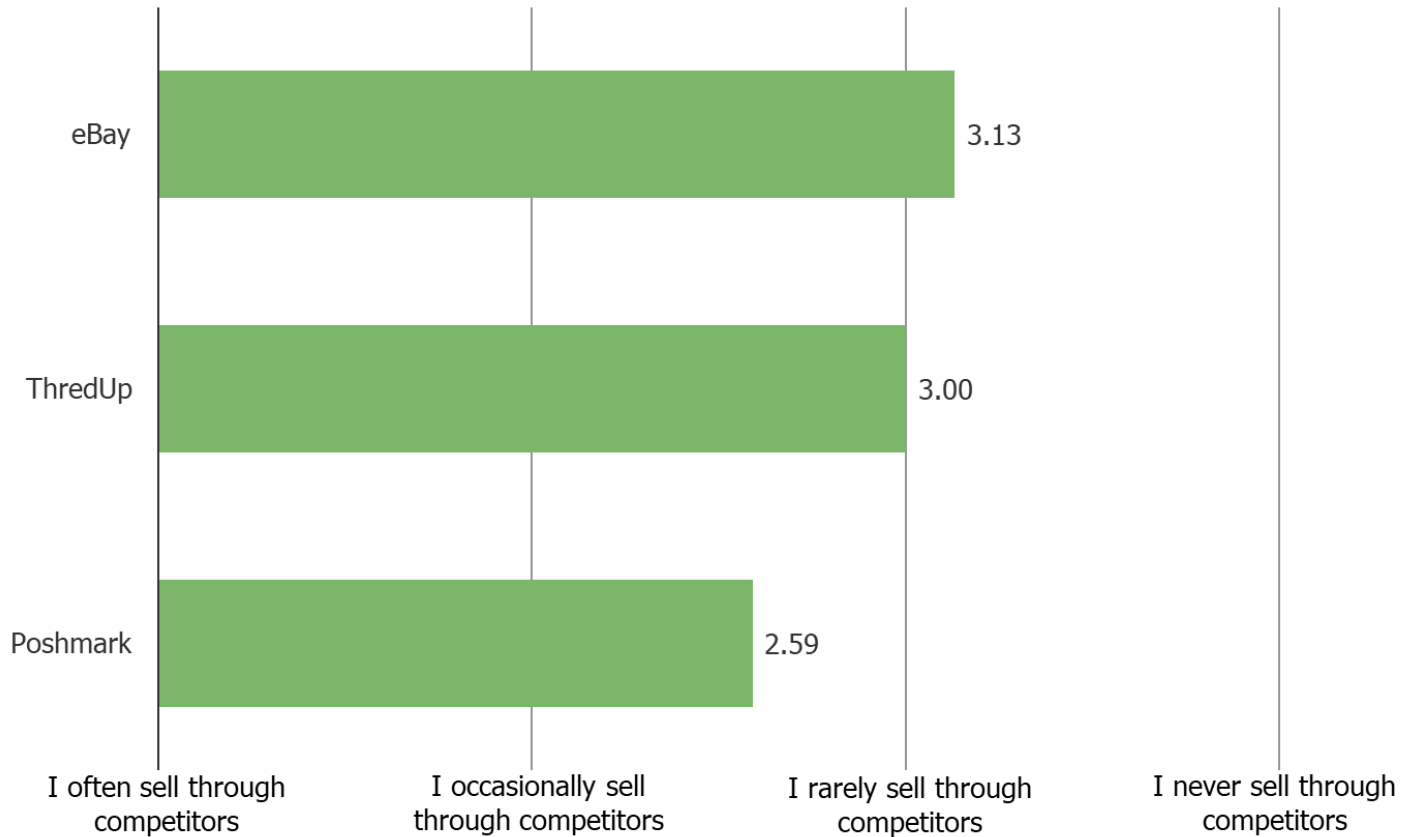
Posed to all respondents:



First-Hand Feedback on Second-Hand Items

HOW LOYAL ARE YOU TO THIS BRAND WHEN IT COMES TO SELLING YOUR LUXURY FASHION ITEMS?

Posed to respondents who have used each of the following to sell items.



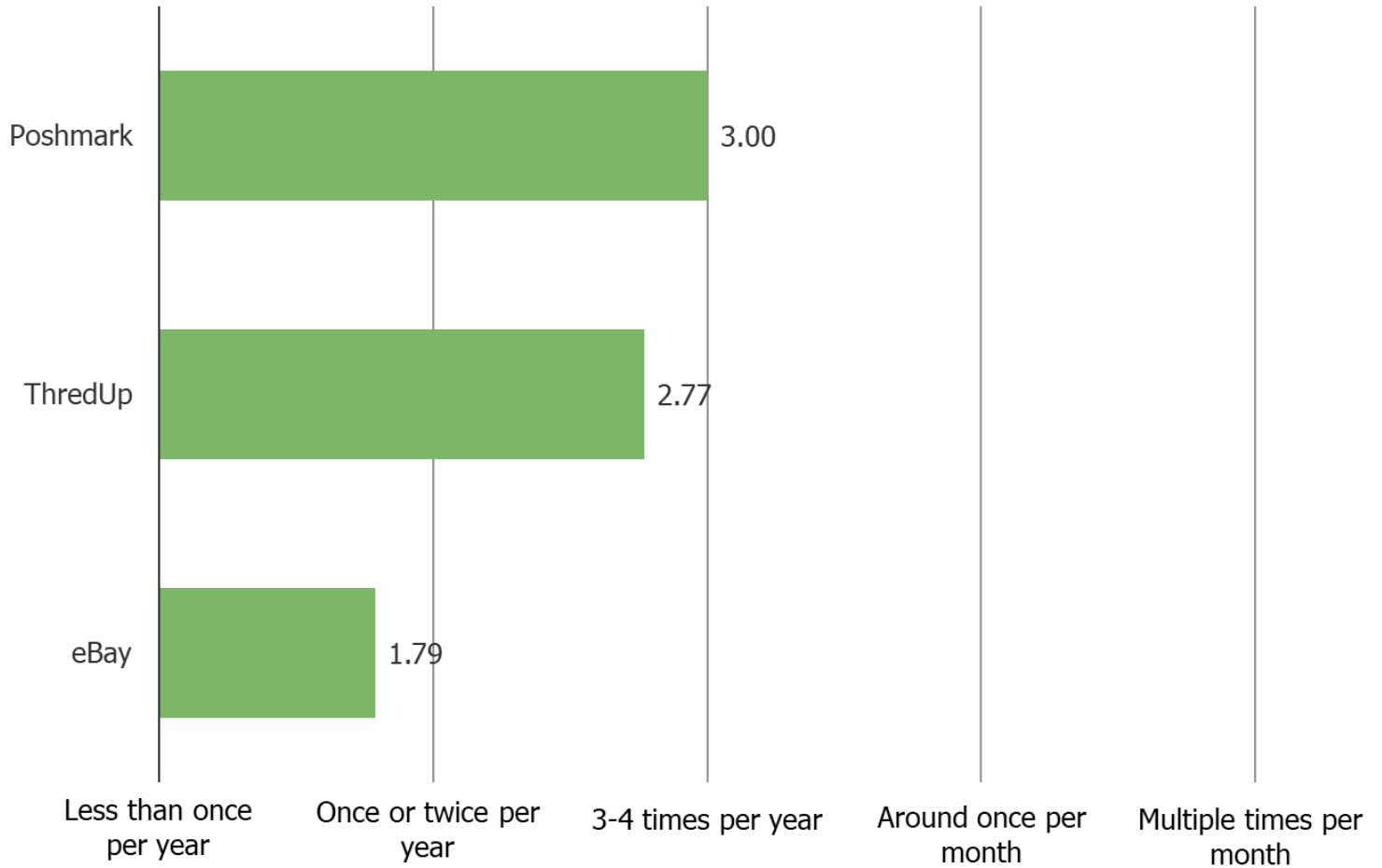
	N =
eBay	196
Poshmark	27
ThredUp	13

Platforms with n’s 10 or greater displayed.

First-Hand Feedback on Second-Hand Items

HOW OFTEN DO YOU SELL ITEMS THROUGH THEM?

Posed to respondents who have used each of the following to sell items.



N =

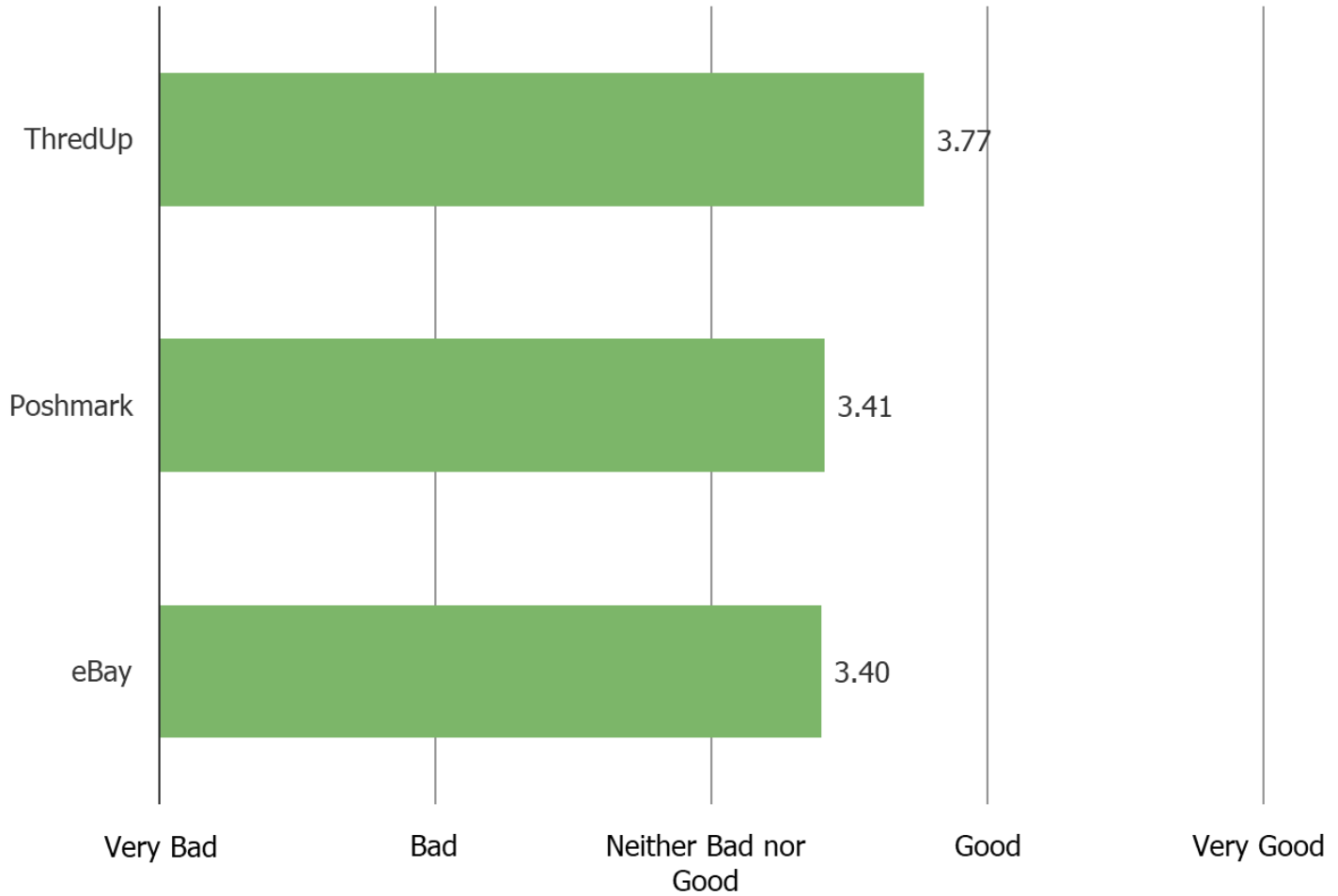
eBay	196
Poshmark	27
ThredUp	13

Platforms with n’s 10 or greater displayed.

First-Hand Feedback on Second-Hand Items

HOW DO YOU RATE THE TURNOVER RATE (HOW LONG IT TAKES TO SELL YOUR ITEMS)?

Posed to respondents who have used each of the following to sell items.



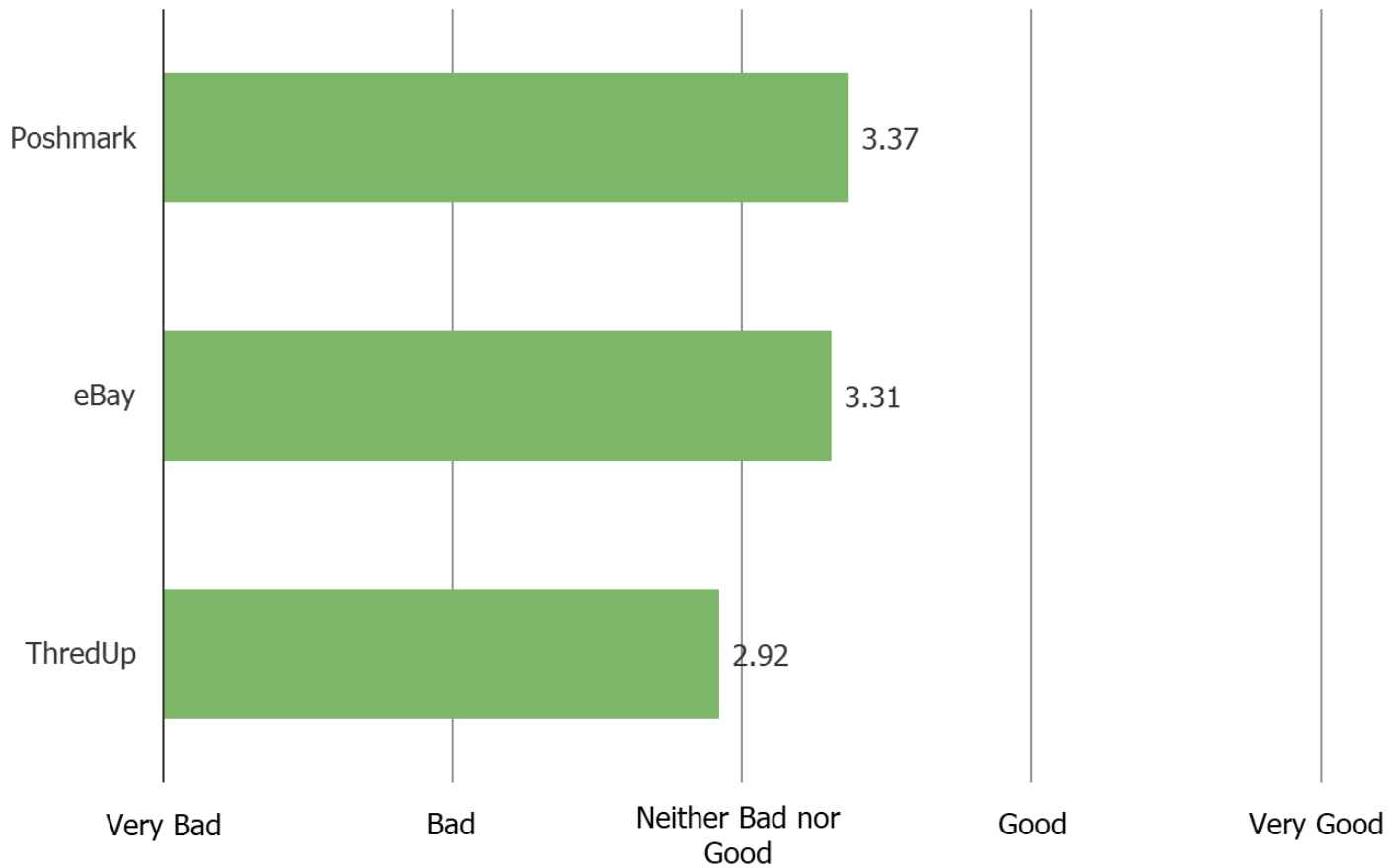
	N =
eBay	196
Poshmark	27
ThredUp	13

Platforms with n's 10 or greater displayed.

First-Hand Feedback on Second-Hand Items

HOW DO YOU RATE THE PRICE/PROFIT YOU GET FOR THE ITEMS YOU SELL THROUGH THEM?

Posed to respondents who have used each of the following to sell items.



	N =
eBay	196
Poshmark	27
ThredUp	13

Platforms with n’s 10 or greater displayed.