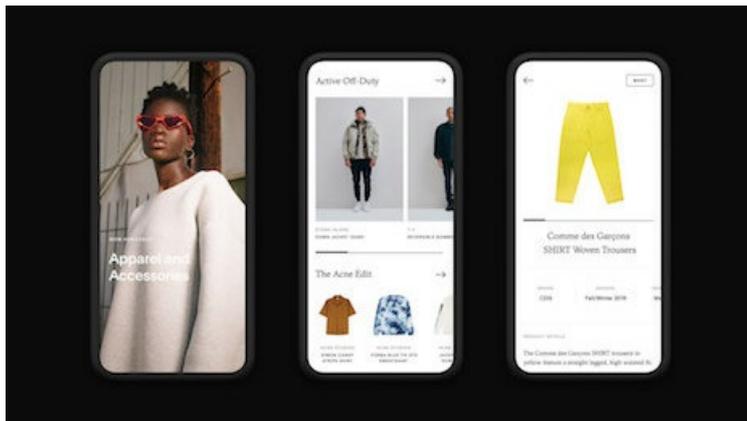


RETAIL

GOAT gets into luxury, streetwear apparel sales

October 21, 2019



GOAT is getting into the apparel game. Image courtesy of GOAT

By STAFF REPORTS

Marketplace GOAT is expanding beyond sneakers with the introduction of luxury and streetwear apparel.

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At launch, clothing and accessories are only being sold via GOAT's mobile applications, with plans to roll out the categories to its Web site and WeChat mini program. There is an overlap between the streetwear and luxury customer, with the former often an entry point into higher priced fashion.

Apparel extension

GOAT was originally founded in 2015 as a sneaker resale platform. Since then, the seller has expanded to include products sourced from retailers and boutiques.

Now, GOAT is introducing streetwear and luxury apparel from brands such as Off-White, Stussy, Gucci and Saint Laurent. In total, the platform has added 50 new labels.

"We're only in the infant stages of apparel on GOAT," said Daishin Sugano, cofounder/chief product officer of GOAT Group, in a statement. "We're starting with the primary market, but we have plans for resale expansion.

"We believe in this immense opportunity and are optimally positioned to work with the best brands to tell their stories from the past, present and future," he said.

[View this post on Instagram](#)

Sneakers. Apparel. Accessories.

A post shared by GOAT (@goat) on Oct 21, 2019 at 6:41am PDT

Instagram post from GOAT

GOAT has previously aligned itself with luxury through an installation at Bergdorf Goodman earlier this year ([see story](#)).

As streetwear and luxury increasingly converge, secondhand seller The RealReal has seen a 56 percent increase year-over-year in menswear shoppers buying across both categories.

Gucci, Louis Vuitton and Prada are the most frequently purchased labels by streetwear shoppers, acting as an entry point into luxury for consumers who previously bought brands such as Off-White and Supreme. Streetwear on The RealReal saw a 281 percent year-over-year growth in interest, as both men and women seek out menswear pieces from sneakers to hoodies ([see story](#)).

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