

MARKETING

“Collab fatigue” is a myth, says new data from StockX

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Despite rumors of fatigue, recent research from StockX shows that branded launches are as popular and profitable as ever. What's the secret behind the staying power of high-low collabs? Image credit: Nike

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According to [new research from StockX](#), collaborations have been instrumental in the popularity of today's highest-performing fashion brands. It is time to say goodbye to the idea that team-ups are losing their appeal.

Among the latest statistics on StockX, it was reported that Yeezy's Gap partnership helped the label attain four-digit trade growth on the resale site, becoming the fastest-growing apparel group from 2022.

Another notable finding: Birkenstock was ranked number one last year and remained in the top five for 2022, reportedly thanks to its releases with Stussy and Manolo Blahnik. And the headline-grabbing, riot-inducing [Swatch x Omega MoonSwatch collaboration](#) is the reason that Swatch has taken the top spot on StockX's brand ranking.

It is also undeniable that Nike x Off-White, the [most popular collab of the decade](#), contributed to the latter's positioning on the streetwear scene. [The sportswear giant reported](#) a revenue of \$46.7 billion (317 billion RMB) for the 2022 financial year an increase of 5 percent year-over-year (YoY).

The Jing Take: Despite rumors of fatigue, the buzz generated from collaborations is having a measurable impact on the overall performance of companies today.

True, the glut of co-branded launches has made the space difficult both to navigate and keep up with. But there is no indication of this where it matters: in the revenue.

When analyzing the most successful cases in fashion, the common thread is that they are predominantly streetwear-oriented, along with launches that make high-end products more accessible. For example, Manolo Blahnik x Birkenstock, or Swatch x Omega.

The continuous rise of the resale industry has made limited-edition streetwear drops infinitely more sought-after.

In 2022, that is a hype-generating opportunity which any firm is able to tap into whether they're a prestigious luxury name such as Goyard or a consumer goods company such as Heytea or Meiji Dairy, which [recently collaborated](#)

with Japanese sportswear maker Mizuno.

Of course, nothing lasts forever. When the streetwear popularity fades and resale declines, brand collabs will take a different route. But for now, it is all about the high-low crossover.

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