

COMMERCE

## Goat Group acquires luxury marketplace Grailed

October 18, 2022



*Goat Group to acquire Grailed. Image courtesy of Goat Group*

By LUXURY DAILY NEWS SERVICE

Marketplace Goat Group has agreed to acquire the streetwear resale platform Grailed.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The cash and stock deal aims to accelerate GOAT Group's rapidly growing apparel and accessories categories. Goat Group initially invested in Grailed in September 2021.

"Grailed is a leader in the men's fashion resale market with a strong community of style enthusiasts," said Eddy Lu, cofounder and CEO at **Goat Group**, in a statement.

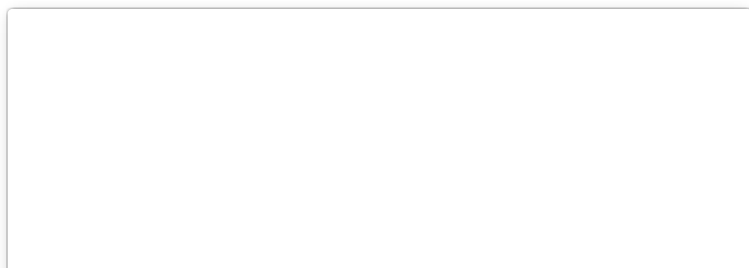
"We have always admired what they created for the fashion industry, and we will continue to build upon their strengths and position as a leader in the space," he said. "Together, we'll advance our collective mission to bring the greatest products together from the past, present and future, while also delivering innovative and memorable experiences to our community around the world."

### GOAT x Grailed

Both leisurewear leaders now garner a combined base of over 50 million members.

Goat Group's order volume has more than doubled in the last year, prompting further investment across apparel and accessories by way of the deal.

Streetwear enthusiasts can now expect a deeper catalog of products and an expanded global community with which to engage.



[View this post on Instagram](#)

A post shared by GOAT (@goat)

"With its uncompromising brand identity, GOAT Group is the perfect complement to Grailed's cutting-edge community of fashion enthusiasts," said Arun Gupta, cofounder and CEO at Grailed, in a statement.

"GOAT Group stands out in the industry as the right partner to help make fashion more accessible to the global style community."

The deal is estimated to close within 45 days of announcement.

The marketplace originally expanded beyond sneakers with the introduction of luxury and streetwear apparel in 2019 ([see story](#)).

---

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.