

SUSTAINABILITY

Global secondhand market to reach \$350B by 2027: Fashionphile

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Consumers are increasingly embracing the circular economy and bringing the concept into their wardrobes. Image credit: Fashionphile

By EMILY IRIS DEGN

Secondhand luxury seller Fashionphile is out with the [2023 Ultra-Luxury Resale Report](#).

The findings indicate that by 2027, the respective global market will reach \$350 billion, a figure worth nearly double 2022's total. This exponential growth reflects consumers' shifting philosophies as they increasingly embrace the circular economy, bringing it into their wardrobes and making platforms like Fashionphile particularly well-positioned for the world ahead.

For the report, the company turned to its proprietary tools, market figures, ultra-luxury investments and in-house experts for 2023 insights, looking at January 2023 to May 2023 and comparing it to the same period in 2022. Fashionphile also provides a look forward at 2024, basing predictions on the current landscape.

There and back again

Based on Fashionphile's data and observations of the industry, 2023 has seen a huge surge in secondhand fashion.

According to the retailer, the year's boom has been driven by incorporating the issue of authenticity into the market, principles of circularity taking hold on a larger scale and innovation on the part of sellers.

Top brands, trends on the rise and more from Fashionphile

Advances like the integration of Artificial Intelligence (AI), emerging social platforms, certification tools and influential figures supporting preloved goods have all enabled conscious consumerism to go from being a niche area of environmentalism and style to being a mainstream "way of life," per the report.

This is exemplified by hashtags like #outfitrepeater and #rewearclothes continuing to take Instagram and TikTok by storm, celebrities donning archival dresses on the Red Carpet regularly and owners of haute couture creations passing down their wares to the next generation. It is clear that secondhand clothing is now not only a hot topic for marketers but a defining piece of modern culture.

Like those shopping for new luxury items, resale customers are also seeking out the latest trends, "quiet luxury" among them.

Searches on Fashionphile for brands like Spanish fashion label Loewe, French fashion house Celine and Kering-owned Italian fashion house Bottega Veneta spiked 34 percent between January 2023 to May 2023 compared to the same months in 2022.



Sales for signet rings from luxury brands have increased 111 percent and drop earrings have spiked 64 percent. Image credit: Fashionphile

However, louder pieces are also having a moment, as inquiries for bold prints increased by 71 percent during the period. Obvious prestige accessories are especially surging.

Fashionphile customers looked up "pins and brooches" 30 percent more than they did last year, with French fashion house Chanel and Italian fashion house Gucci being the most popular picks.

The sell-through rate for Louis Vuitton's collaborative products with Japanese artist Yayoi Kusama ([see story](#)) has also increased by 51 percent, a collective that is not only extremely colorful but arguably among the most recognizable luxury offerings of 2023.

"Barbiecore" has become a nearly inescapable aesthetic, and the data backs this up. On Fashionphile, searches for "magenta" were up 243 percent during the first half of 2023 compared to the second half of 2022, aligning with the release of the namesake blockbuster.



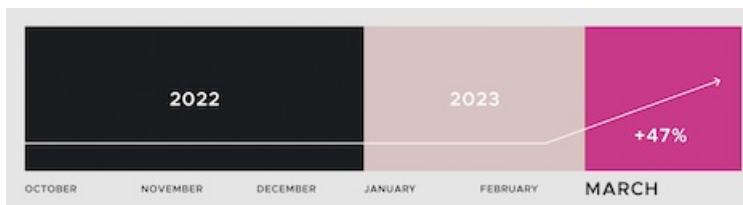
Searches for "metallic" on Fashionphile have spiked 139 percent this year. Image credit: Fashionphile

Bright primary colors like blue and red are also up 220 percent and 160 percent, respectively, and "metallic" search inquiries have risen 139 percent.

So, it seems that while quiet luxury is having a heyday, statement purchases are not losing their luster anytime soon. This reveals that although there is a dichotomy between some of the biggest crazes, even contradicting looks can coexist.

Glancing at the looming year ahead, the reseller predicts that secondhand buyers will begin shifting even more toward all things bold, abstract and shimmering.

And the luxury brand poised to potentially rise above the rest?



Searches for Chanel items on Fashionphile spiked in March 2023, and quotes have followed suit since. Image credit: Fashionphile

Chanel appears to hold sway among Gen X, millennial and Gen Z consumers, uniting each of the demographics that have often diverted paths as far as preferences go. In March 2023 alone, Fashionphile sales for the label showed a 47 percent increase compared to the previous six-month average.

Though sales returned to normal levels following the noteworthy growth, that same month's figures boosted 43 percent compared to the six months before. So far, quotes have remained 17 percent higher than average since March.

Green rule of thumb

Luxury fashion across the board is finding ways to adapt to the changing climate, both literally and among its clientele ([see story](#)).

With economic conditions also making rising prestige consumers wary, the preloved market is proving to be a solution for all concerns involved ([see story](#)). As a result, retailers are bolstering resale investments ([see story](#)) and existing recommerce platforms are rolling out new ways to keep their customers engaged while fresh options garner attention ([see story](#)).

Amidst secondhand luxury's expansion ([see story](#)), vintage goods are especially capturing the adoration of young shoppers.



Items that have a classic look to them are proving to be resilient even in the face of economic concerns. Image credit: Fashionphile

In 2023 alone, the demand for heritage bags is up 300 percent since 2020. Gen Z consumers specifically are spending 40 percent more on them than in 2022 (see story).

Regardless of who is buying these items, the vintage explosion seems to be fueled by a sentiment of nostalgia being felt by all, according to Fashionphile.

Premium houses that are known for timelessness are therefore performing well in the resale sector, as mindful shoppers swarm to maisons like U.S. jeweler Tiffany & Co.; searches for the company bumped up by 150 percent over the past six months on the recommerce platform.

Products that fall in line with "Y2K" looks that ode outfits from the early 2000s are also set up for success, the style at hand gaining traction on social media and beyond. For example, in 2023 Fashionphile is seeing a 30 percent sales bump for raffia and woven bags, and a 77.5 percent spike in denim accessories, both signatures of the aesthetic.



Textured accessories like denim and raffia purses are having a comeback as people look to the past for style inspiration. Image credit: Fashionphile

This tendency to opt for styles of the past rather than modern microtrends opens doors for those looking to introduce consignment and resale options, because instead of consumers looking for a small range of products and fashions, it turns out that entire decades-worth of items will do.

Luxury recommerce sites and companies can now be on the lookout for anything from at least 20 years ago, a feat that is perhaps well-suited to a category known for its focus on heritage.