



2026 RESALE REPORT

# The (R)evolution of Resale





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If I've learned anything over the past 15 years at The RealReal, it's that change is constant. Fashion is an industry, but resale is an ecosystem, in which everything is interconnected: what's sold and what's bought, what's in high demand and what's under-the-radar — they all evolve together. And these constant shifts don't just reflect the resale market, but the culture at large.

I am proud to say that as of Q2 2026, The RealReal has 44 million members. It's a big number, but it represents a multitude of individuals, each with their own curiosities and Obsessions (like late-'00s Prada and what we're calling "the new antique").

Our collective attention spans might be getting shorter, but we've observed that our community is increasingly investing time and money into finding pieces that reflect their unique sense of style. They're using The RealReal to facilitate their interest in hyper-specific fashion rabbit holes (we've seen searches not just for "depressing t-shirts" but also things like "alexander mcqueen fw 2001 \ what a merry go round \ smoke houndstooth knit pants").

Even in an era of constant newness and overconsumption, there seems to be a growing appreciation for pieces with history. That's not to say no one's buying fresh-off-the-runway bags (searches for "The Row Cecily" have risen 136% this year), but it does mean that the idea of something being "dated" has become, well, dated.

**Rati Levesque**  
President & CEO





SECTION 1

# How We Shop Now

In a world where it feels like we’re constantly being asked to pay more for less, the things people are buying – and how they’re buying them – speak to shifting priorities. Increasingly, the numbers tell us that they’re scrolling past social media’s glut of consumption-maxxing content and shopping more intentionally, spending time seeking out individual pieces that appeal to their unique sense of style instead.



HOW WE SHOP NOW

# Secondhand Is First Choice

The secondary luxury market is growing **2 to 3 times faster** than the primary luxury market\* – a clear indicator that people are investing in what they actually like, and what has the potential to hold value over time, not just what's new.



TheRealReal

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# 93%

of Americans shop online for secondhand items.<sup>1</sup>

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# 47%

of consumers actively evaluate an item's potential future resale value before making a purchase in the primary market.<sup>2</sup>

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# >50%

of TRR's customer base is Gen Z and Millennials, who increasingly view pre-loved luxury as their first choice.

\* According to BCG, Fashion's Next Chapter. 1 According to Capital One Thrifting. 2 According to Capital One Shopping.



## The Top 20% of Active Members<sup>†</sup>

The majority of our top users prefer the TRR app over .com to shop, sell, and scroll.

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# 69%

 of sessions are in-app

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# 5.6x

 the number of times they open the app per week on average

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# 63

 hours spent in app per year

<sup>†</sup>An active member is anyone who's purchased and/or consigned over the past 12 months.



# What the People Want (& Where)

You don't need us to tell you that New Yorkers favor quiet luxury, Miami is hot for maximalist resortwear and five-figure watches, and Los Angeles has expensive, edgy taste. Here's what people are buying and consigning all over the United States.





# The Year in Vintage

For savvy shoppers clued in to conscious consumption and the significance of distinct personal style in a world of mass-produced everything, vintage is where it’s at.

The total demand for vintage on TRR has surged **432%** from 2020 to 2026, with saved searches including any decade up **135%** since last year. The 1990s maintain their stronghold with the highest overall search volume – but maybe not for long...

**‘90s vs. ‘00s:** Gen Z’s fixation on low-rise jeans and bedazzled tees is perplexing to anyone who actually lived through Y2K, but the decade’s cultural influence this past year is undeniable: Searches were up 93% Y/Y, bringing it practically neck and neck with the ‘90s.

To us, vintage is: pieces that are 15+ years old; significant to fashion history; culturally relevant; and stylistically relevant.

Searches by Decade

↑93%

↑65%



2025  
2026



# The New Nostalgia

The year is 2008, or maybe it’s 2011, or 2013. Opening Ceremony is the place to shop (or the place you wish you could). The Williamsburg waterfront is lined with DIY music venues, and rats. The only thing you have to worry about is whether you can make rent in the post-recession economy. Life is good... well, the clothes are, at least.

It was the best of times, it was the worst of times, and it’s hitting an inflection point as a fashion era of nostalgia. The people yearn for the Acne Studios jeans, Rodarte dresses, and trippy Prada prints they missed out on back then – and can you believe they’re now considered vintage?

Mannequin wearing a red and black tweed jacket with velvet trim, blue jeans, and a patterned handbag.

Mannequin wearing a light green dress with a floral pattern and a beaded necklace.

Saved Searches

|                               |           |   |
|-------------------------------|-----------|---|
| Phoebe Philo Celine           | ↑650% Y/Y | 🔍 |
| Nicolas Ghesquière Balenciaga | ↑400% Y/Y | 🔍 |
| Marc Jacobs Louis Vuitton     | ↑375% Y/Y | 🔍 |
| Prada 2008                    | ↑75% Y/Y  | 🔍 |
| Acne Studios                  | ↑33% Y/Y  | 🔍 |

Saved Searches

|               |           |   |
|---------------|-----------|---|
| Fortuny       | ↑175% Y/Y | 🔍 |
| velvet        | ↑170% Y/Y | 🔍 |
| Galliano Dior | ↑76% Y/Y  | 🔍 |
| art deco      | ↑71% Y/Y  | 🔍 |
| Schiaparelli  | ↑20% Y/Y  | 🔍 |

# The New Antique

The Belle Époque is back, baby. Matthieu Blazy at Chanel and Jonathan Anderson at Dior both heavily referenced the early 20th century in recent collections with dramatic drop-waist silhouettes and richly contrasting textures and color schemes made ubiquitous by the era’s “King of Fashion,” Paul Poiret.

With John Galliano, whose bias-cut dresses and structural suits skyrocketed him to fame during his tenure at Dior, set to be the (highly controversial) subject of the 2027 Met Gala, the 1910s-1930s resurgence has only just begun – and the trend is already trickling down from the runway and into our closets.

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## SECTION 2

# Resale Shopping as a Sport

Go in with a game plan. Keep your eye on the prize. Anticipate big wins and big losses, elation and heartbreak. No, it's not World Cup soccer — it's shopping on the secondary market, where you may never see the same piece or the same price again, and the most sought-after items get snapped up in minutes. The stakes are high, which is why shoppers refine their skills through practice, strategy, and insider knowledge.



# You Can Never Be Too Specific

You can trawl page after page looking for a perfectly beat-up fringed leather jacket in your size if that’s your idea of a good time, but getting specific gets you there a lot faster. When shoppers are hunting for something in particular, or just don’t have time to get lost in the scroll, they turn to text searches and filters to help separate the nice-to-haves from the need-it-nows.

1

Categories

☐ Women

☐ Men

☐ Jewelry

☐ Watches

☐ Home

2

Most Used Search Filters

Clothing Sizes

☐ Petite

☐ XS

☐ M

☐ XL

☐ 3XL

☐ 5XL

☐ XXS

☐ S

☐ L

☐ XXL

☐ 4XL

via the **Save My Sizes** function

3

Price: Low - High

Newest First

Price: Low - High

Price: High - Low

Sold Items First

Most Obsessed

4

Fair +32% as buyers seek distressed patina or cheaper price points

Condition

☐ Pristine

☐ Excellent

☐ Very Good

☐ Good

☒ Fair

☐ As Is

A woman with long brown hair and bangs is wearing a light brown, patterned, fringed, and beaded jacket over a crop top and blue jeans with silver beaded details. She is holding a black bag. The background is a plain, light gray.

## Searches by Specific Details, Ranked

- 1 Lace | 🔍
- 2 Sequin | 🔍
- 3 Fringe | 🔍
- 4 Pleated/Pleats | 🔍
- 5 Quilted | 🔍
- 6 Beaded | 🔍
- 7 Studded | 🔍
- 8 Feather | 🔍
- 9 Crystal/Rhinestone | 🔍
- 10 Embroidered | 🔍

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# The Quality Arbitrage

With natural fibers and premium materials becoming both increasingly rare and prohibitively expensive on the primary market, shoppers appreciate that in the world of resale, there’s no such thing as “you get what you pay for.” This is a safe space, where lower cost ≠ lower quality.

CONSIDER THESE ESTABLISHED (AND UNDERRATED) NAMES

**Michael Kors:** Heavy shearlings and Italian tailoring from the Collection line drop up to -70% from retail MSRP.

**Armani:** Look for classic Armani tailoring, archival 1990s power blazers, and structural linen trousers.

**Calvin Klein:** Premium minimal silk slip skirts and fine cashmeres from the Calvin Klein Collection (especially the runway eras) really hold up.

**Tory Burch:** Skip the basic logo accessories; focus on leather footwear and runway ready-to-wear.

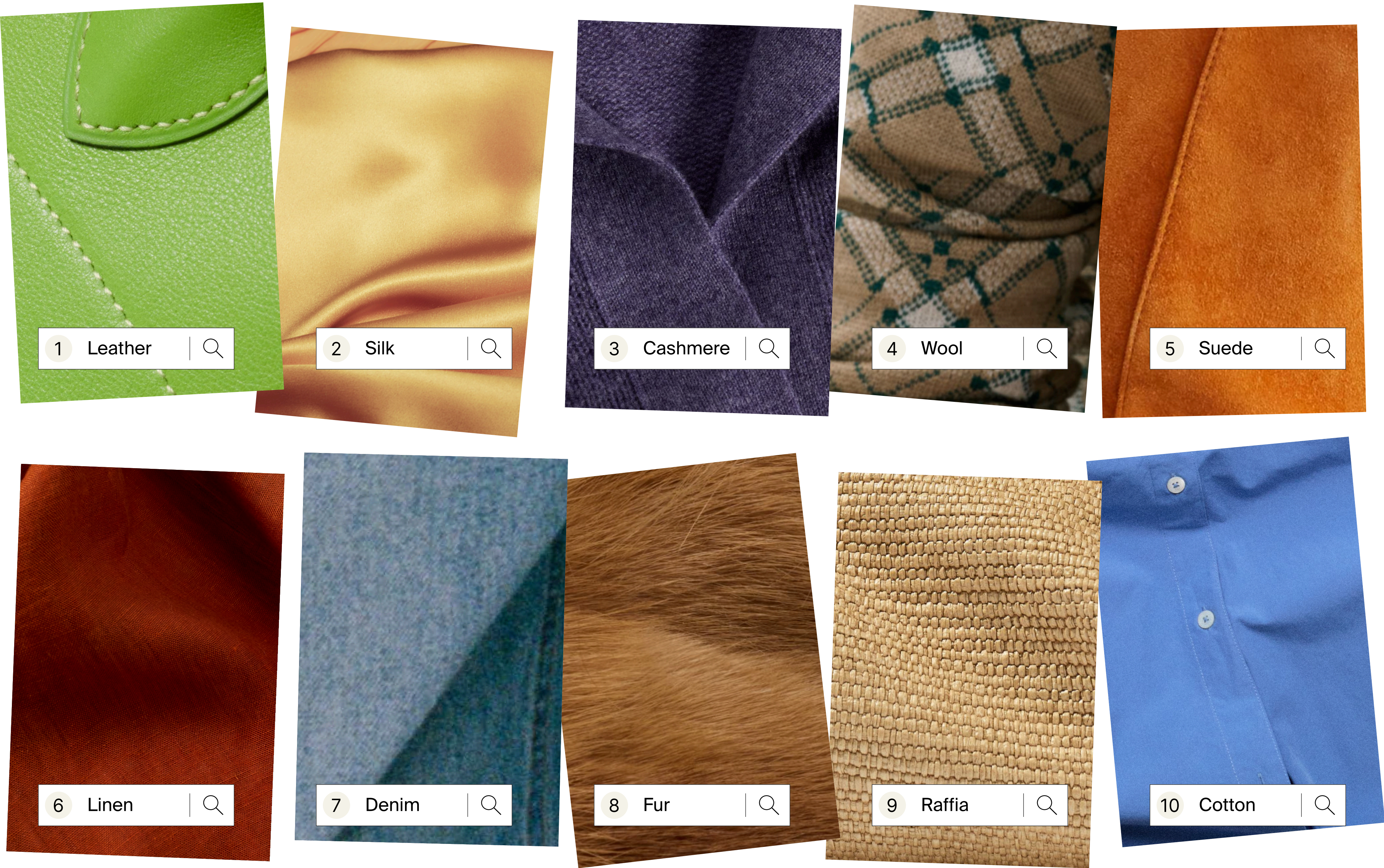
AND IN-HOUSE HEROES

**Barneys New York:** Look for shearling, cashmere, leather, and wool.

**Saks Fifth Avenue:** Think crocodile, lambskin, suede, alpaca, and beyond – all under \$200.

**Raey:** Don’t miss elevated basics made of 100% cotton, silk, wool, and cashmere from this cult-favorite label out of the late, great British luxury retailer Matches Fashion (rumored to be relaunching later this year...).

Searches by Material, Ranked



Saved Searches

- 100% cashmere sweater 🔍
- 100% cotton dress 🔍
- 100% silk pants 🔍
- 100% wool blazer 🔍



# The Upstarts

Higher search volume and more Obsessions means higher demand, so a surge in shopper interest for an emerging brand with comparatively low supply tells us they're the ones to watch. We know what people want before they do – and not because we're psychic.



Rùadh

OBSSESSIONS ❤️  
**2,353**  
SUPPLY: 85; ↑432% Y/Y



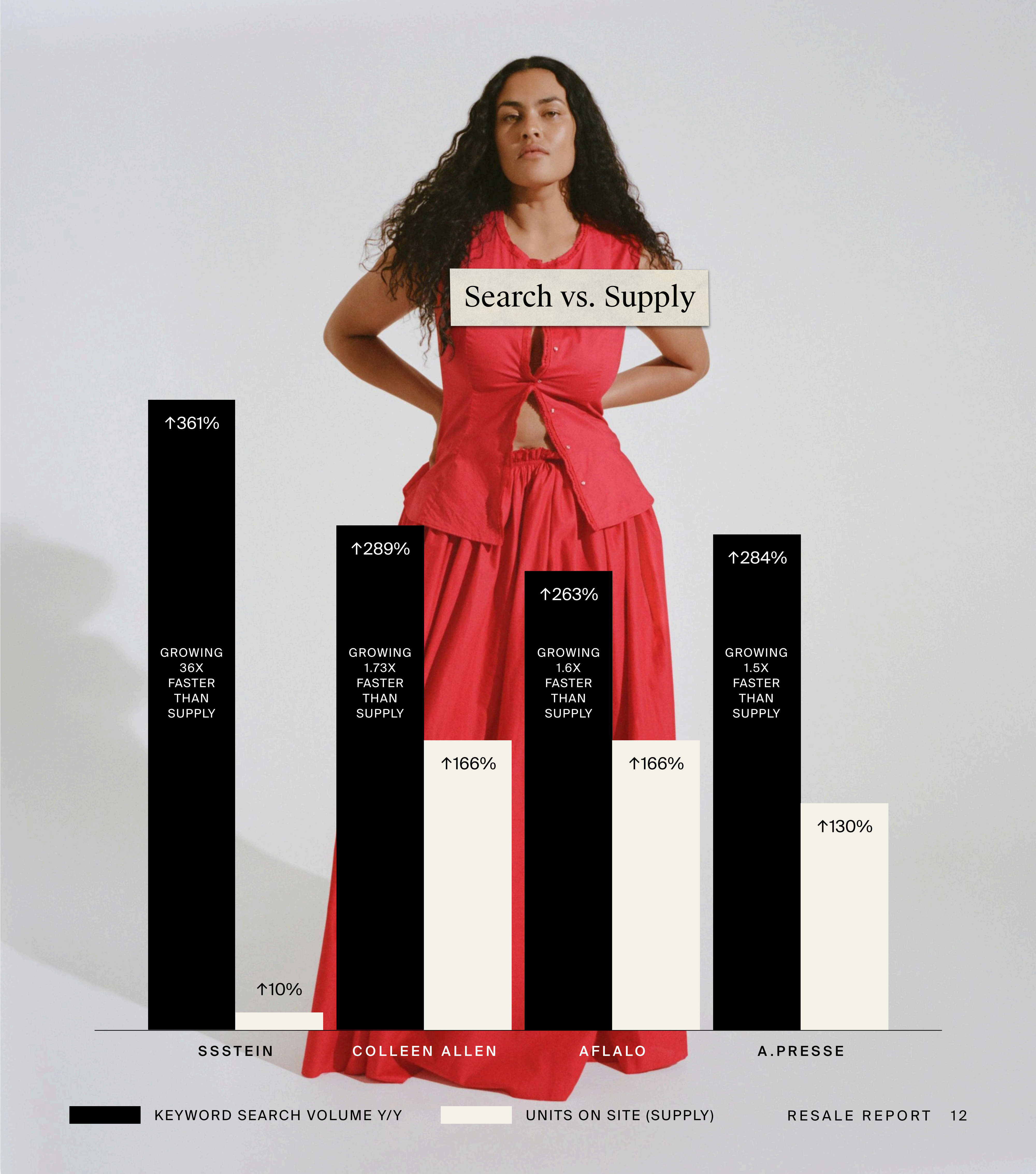
Heirlome

OBSSESSIONS ❤️  
**7,000**  
SUPPLY: 65; ↑165% Y/Y



Zankov

OBSSESSIONS ❤️  
**11,226**  
SUPPLY: 64; ↑79% Y/Y  
Obsessions to supply ratio is notably high at **175 Obsessions per item**





# The Journey of an Emerging Brand

Not to state the obvious, but fashion is an economic market, with the rises, falls, and comeback stories to show for it (kind of like stocks you can wear). We checked in on a few of the top emerging brands of the past decade to see where they fall in that arc right now based on their year-over-year trajectory.



**Sandy Liang**

OBSESSIONS ❤️  
**↑43.5%**  
GMV: ↑63.3%  
SUPPLY: ↑61.1%

ACCELERATING



**Toteme**

OBSESSIONS ❤️  
**↑37%**  
GMV: ↑39.5%  
SUPPLY: ↑30.9%

PEAK INTEREST



**Eckhaus Latta**

OBSESSIONS ❤️  
**↑19%**  
GMV: ↑30%  
SUPPLY: ↑20.1%

COOLING



**Off-White**

OBSESSIONS ❤️  
**↓8.8%**  
GMV: ↓15.5%  
SUPPLY: ↓11.6%

DECELERATING



**Rodarte**

OBSESSIONS ❤️  
**↑24.2%**  
GMV: ↑40.2%  
SUPPLY: ↑19.1%

REACCELERATING

Interest Peaks: Obsessions Increase  
Liquidity Forms: Buyers & GMV Increase  
Pricing Power: ASP Increases  
Urgency: Velocity Accelerates  
Supply Influx: Launched Units Increase

Urgency: Velocity Slows  
Pricing Power: ASP Decreases  
Demand Declines: Buyers & GMV Decrease  
Interest Drops: Obsessions Decline  
Supply Contracts: Launched Units Decrease





### SECTION 3

# Status Update

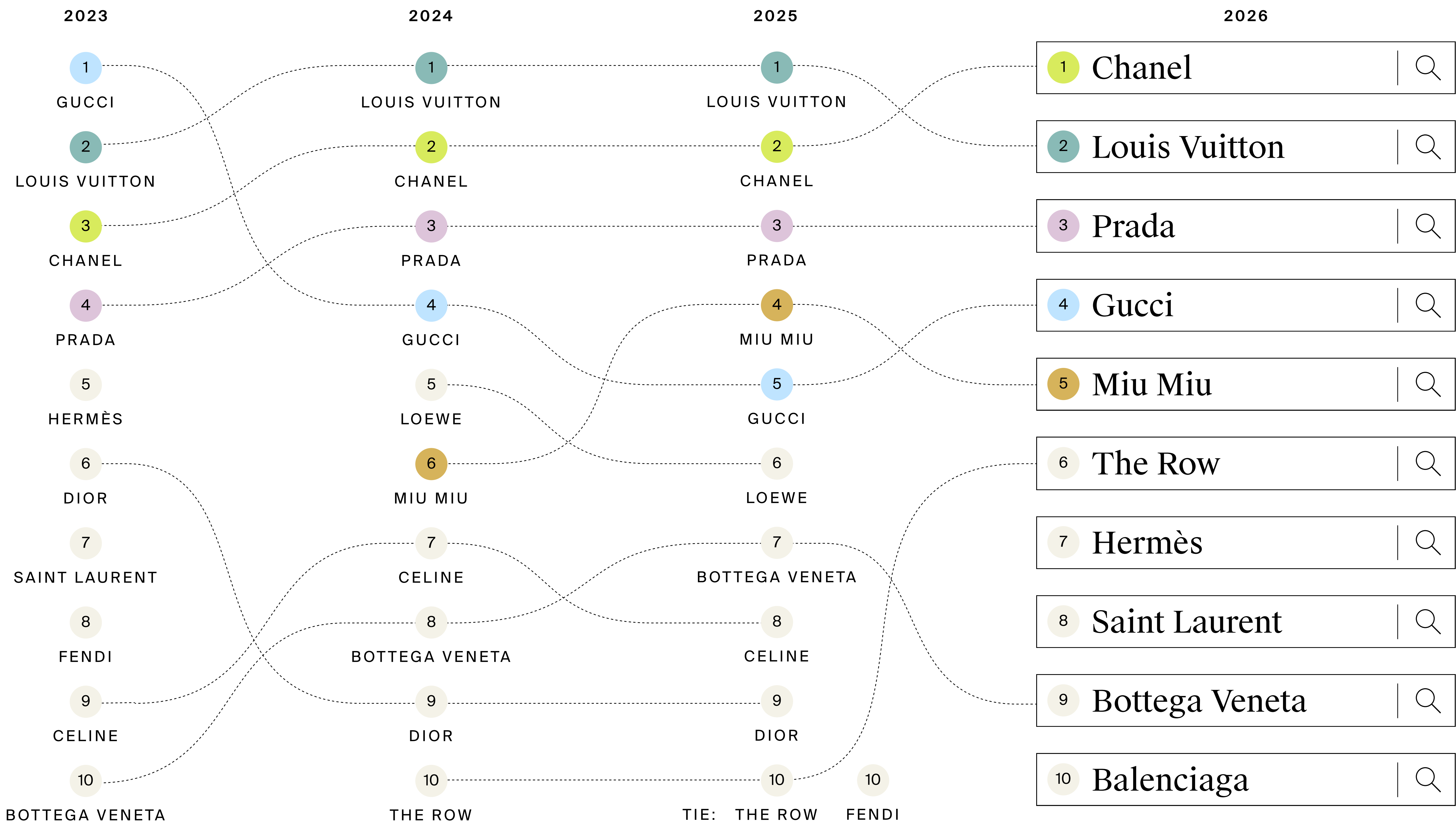
Every year, we circle back on the brands our members are searching for, the shoes and bags they're buying and consigning, and the pieces that prove that fashion is cyclical and anything can be a good investment as long as you like it.

Here's our analysis for 2026.



# The State of Most-Searched Brands

The movement of top brands over the past four years proves that, while the pecking order may change, the overarching love of legacy maisons, case di mode, and the house of Olsen stays the same.



**Creative Directors:** Real ones know it’s not the name that makes the brand so much as the visionary behind it. The latest game of musical chairs has these designers’ stocks rising (and fast) Y/Y.

**Notable New to Search:** Celine didn’t make it to our top 10, but people searched specifically for Michael Rider, who showed his first collection for the brand in July 2025. Also on the list: Grace Wales Bonner, who founded her eponymous brand in 2014 and will show her first collection for Hermès men’s in January 2027.

Matthieu Blazy

↑10,967%

Joined **Chanel** as Creative Director at the end of 2024. Revitalizing the brand with a whimsical, tactile approach to its historically rigid DNA.

Sarah Burton

↑243%

Joined Givenchy as Creative Director in 2024. Designed the custom white suit Timothée Chalamet wore to the 2026 Oscars.

Jonathan Anderson

↑158%

Joined Dior as Creative Director in 2025. Designed Taylor Swift’s Christian Dior Haute Couture wedding dress.



# Who’s Accelerating?

What does it mean when there’s a rapid increase in saved searches or an influx of consigned pieces from an established designer? It means that brand is accelerating (or, as they’d say on *Love Island*, “hotting up”).

**Saved Search Accelerations:** More saved searches indicate increased interest — think of it as the number of people who want to get alerted when new pieces from a brand drop on TRR (and are therefore probably pretty serious about buying). There are tons of reasons why this could happen, like the brand going viral, getting a new creative director, or having originated a past trend that’s now back in style.

**Supply Accelerations:** More inventory tells us that more consignors are moving on than in years past. That doesn’t necessarily mean something is falling out of favor — it can actually mean a brand is getting more buzz, and consignors are capitalizing on that.



## Top 5 Saved Search Accelerations

|                |       |   |
|----------------|-------|---|
| Alaïa          | ↑136% | 🔍 |
| Miu Miu        | ↑96%  | 🔍 |
| Loewe          | ↑88%  | 🔍 |
| Bottega Veneta | ↑81%  | 🔍 |
| The Row        | ↑69%  | 🔍 |

## Top 5 Supply Accelerations

|              |       |   |
|--------------|-------|---|
| Phoebe Philo | ↑247% | 🔍 |
| Jamie Haller | ↑235% | 🔍 |
| Kallmeyer    | ↑184% | 🔍 |
| Schiaparelli | ↑163% | 🔍 |
| Freja NYC    | ↑147% | 🔍 |





# The Value of an It Bag Over Time

These iconic bags are no less in demand now than they were 10 years ago. What *has* changed for most of them is the average sale price on our site. Many have appreciated in value since 2016, while others saw a bit of a downswing and are finding their way back up again...

Fendi Baguette



↑10x \$294 → \$3,012

YSL Mombasa



↑8x ~\$200 → \$1,600

Gucci Jackie



↑3x \$360 → \$1,100

Louis Vuitton Monogram Speedy



↑2x \$704 → \$1,400

Dior Lady



↑1.4x \$1,500 → \$2,100

Louis Vuitton Monogram Neverfull



↑1.3x \$1,000 → \$1,300

Fendi Peekaboo



Flat \$1,388 → \$1,464

Prada Galleria



Flat \$1,045 → \$1,023

Gucci Marmont



↓.51x \$1,600 → \$853

Celine Luggage



↓.56x \$1,700 → \$940 (but ↑\$130 Y/Y)



# Most Likely to Succeed: The Future Resale Stars

“Don’t buy into recent trends,” they said.  
“Invest in timeless, classic pieces,” they said.  
They clearly didn’t know a thing about the  
secondary market, or that those “recent trends”  
are already seeing an early increase in  
keyword search volume on The RealReal.

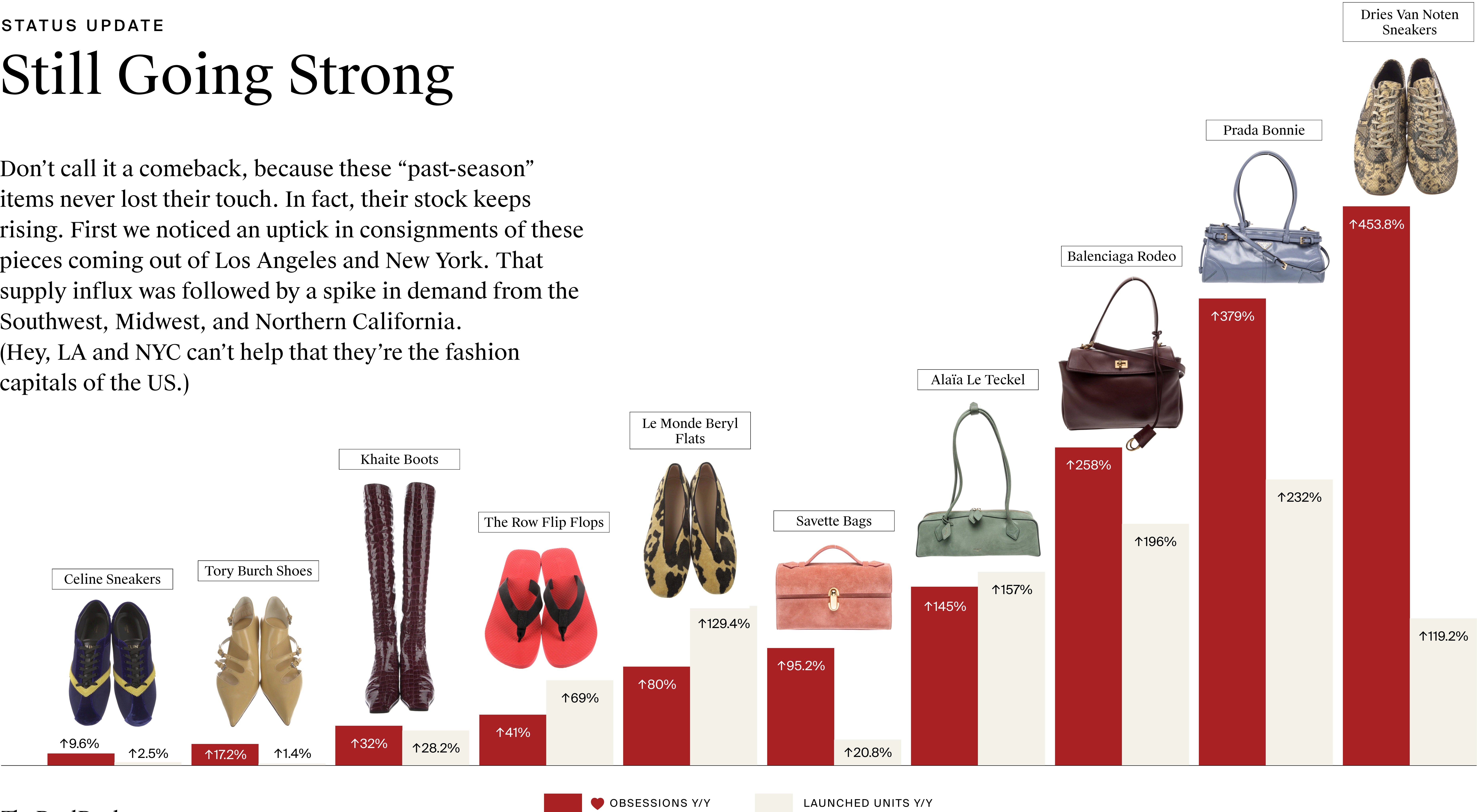
A classic is, by definition, something with  
enduring value or quality, and anything can become  
timeless, provided it resonates for a long time.  
Just because something’s new and hot right now  
doesn’t mean it’s fleeting, and if people are  
enthusiastic enough about a designer bag to look  
for it on the resale market not long after it  
came down the runway, that interest is unlikely  
to slow down any time soon.





# Still Going Strong

Don't call it a comeback, because these "past-season" items never lost their touch. In fact, their stock keeps rising. First we noticed an uptick in consignments of these pieces coming out of Los Angeles and New York. That supply influx was followed by a spike in demand from the Southwest, Midwest, and Northern California. (Hey, LA and NYC can't help that they're the fashion capitals of the US.)







#### SECTION 4

# The Search Is On

From the highly specific (“david yurman 18k topaz & diamond quatrefoil chandelier earrings est retail \$6,800”) to the delightfully vague (“bird”), if you can search it, you can set a saved search for it. That page will automatically populate with any new listing containing those terms and alert you via email when it’s updated. It’s the easiest way to keep tabs on something you’ve been trying to track down.



THE SEARCH IS ON

# “Runway” Is On the Rise

Rewatched *The Devil Wears Prada* and think it’s time to bring back Andy’s Chanel boots? That dress you missed at the Chloé S/S 2025 trunk show still living rent-free in your head? It doesn’t take a serious collector to come to The RealReal in search of straight-off-the-runway looks. With shoppers delving deeper than ever into the fashion niches that speak to them, anyone can become someone who knows exactly what they want, down to the year, season, and look number.

|                                                                                     |                                                                                                     |                                                                                      |                                                                                      |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|    |                   |    |    |
| Calvin Klein Ready-to-Wear<br>Fall/Winter 2002 Look 48                              | Chanel's F/W 2005 collection<br>by Karl Lagerfeld boots                                             | Prada 2018 Runway<br>Resort Look 5                                                   | Chloe Spring 2025<br>Ready to Wear Look 4                                            |
|  |                 |  |  |
| Chanel Look 17 Spring<br>2008 runway                                                | Spring 2014 Emporio Armani Long<br>Version of Runway Look 86 Crystal<br>& Floral Print Pastel Dress | Alexander McQueen The Overlook<br>Look 3 Fall 1999 ready-to-wear                     | Chanel 1991 Linda Evangelista<br>runway blazer                                       |



THE SEARCH IS ON

# One-of-One Saved Searches

Whether they've got their eye on an exact item, an aesthetic, or a '90s sitcom legend, our shoppers are getting specific with search in order to find it.



the nanny | 🔍

prada re-nylon black dog carrier | 🔍



bird | 🔍

mink coat betty white | 🔍

retrouvai flying pig | 🔍



bumblebee pin | 🔍

dark academia | 🔍

bella hadid | 🔍



hermes scarf for dog | 🔍

kallmeyer ilia balloon sleeve blouse in pale blue silk chiffon | 🔍

james bond | 🔍



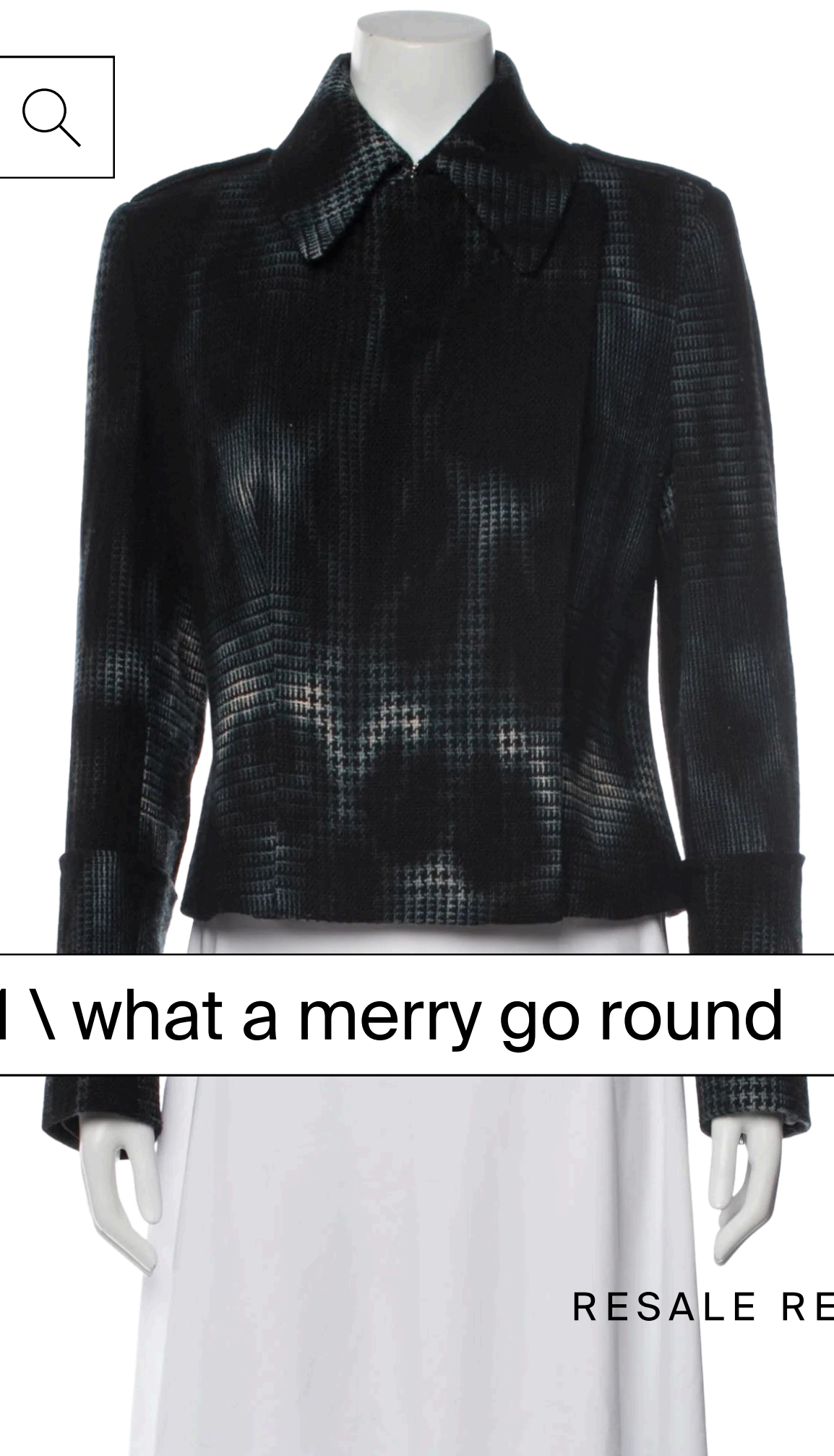
60s style dress flowy sleeves | 🔍

depressing t-shirts | 🔍



grunge looking what young adults wear | 🔍

night fairy | 🔍



alexander mcqueen fw 2001 \ what a merry go round | 🔍

hermes pink dog collar | 🔍

old money style women's summer top | 🔍

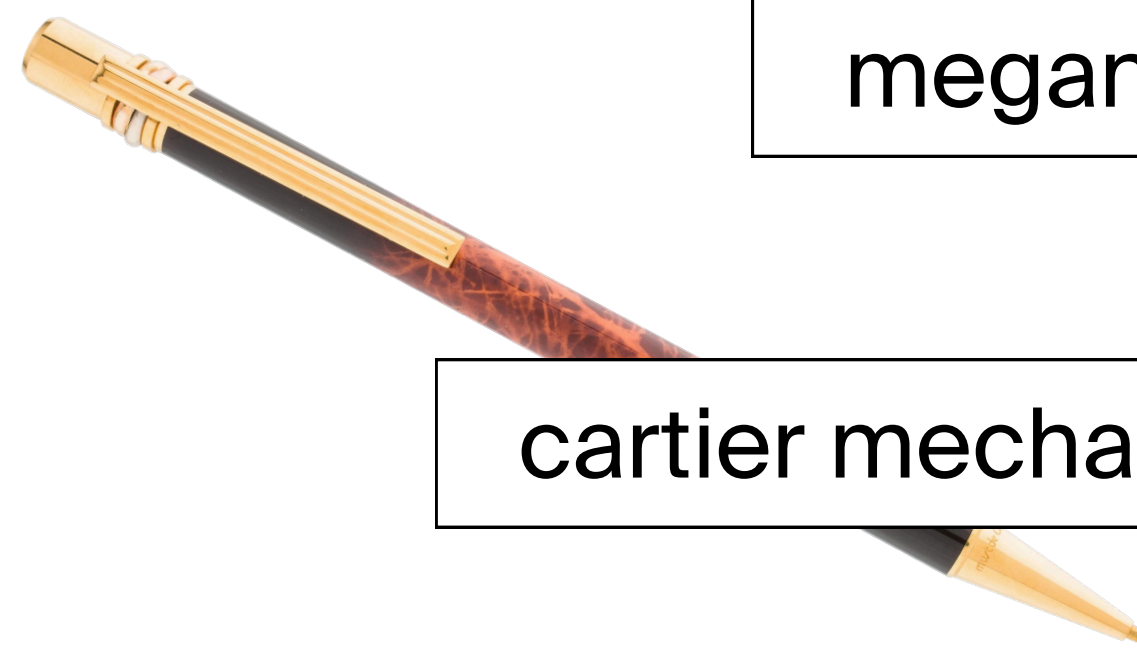


mickey mouse | 🔍

purple cat eye sunglasses | 🔍

megan markle | 🔍

cartier mechanical pencil | 🔍



louis vuitton snow globe | 🔍





# Glossary

**ASP:** Measures the average sale price (ASP) of an item sold by TRR.

**Demand:** Measures search volume on TRR.

**GMV:** Gross merchandise value, or the total value of items sold.

**MSRP:** Manufacturer's suggested retail price, or the typical retail price for an item.

**Velocity:** Measures the amount of time it takes for an item to sell.

**Y/Y:** Year over year; compares a given time period in 2026 to the same time period in 2025.





The Real Real