



2025 RESALE REPORT

The RealReal

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The Secondary Market Is the New Starting Point

When we launched the very first Resale Report nearly a decade ago, resale was seen as a small disruptor in a large fashion landscape. Today, it's a cornerstone: Approximately **one-third* of clothing and apparel items purchased in the US over the last year were secondhand**, and **58%* of shoppers prefer the secondary market outright**.

And while some may see resale as “the future of fashion,” it isn't as much as it is a return to the past: For most of human history, people passed down, repurposed, and reloved. And the instinct to value what lasts feels more relevant than ever. In 2025, the world felt like it was shifting by the hour with economic instability and rising global tensions. AI blurred the lines between real and synthetic. Trends were accelerated and flattened by social media.

In response, shoppers rejected uniformity and instead wanted styles that felt real, unfiltered, and unreplicable. Fashion “rules” were irrelevant. The result is a moment in fashion not shaped by brands or trends, but by individuals expressing their personal style, opting out of the mainstream, and shopping with intention (**47%* of shoppers now consider resale value before buying something new**). Rather than being told what was “in,” shoppers decided for themselves - and turned to the secondary market to do so. (And many of you decided that what you wanted was vintage Pucci.)

While the future remains uncertain, one thing feels clear: We believe resale is no longer reacting to the fashion industry, but driving it.

Rati Levesque
President & CEO

*According to Capital One Shopping.

THE YEAR IN REVIEW

The 2025 Resale Awards

This year's biggest winners, according to the academy (our data).



BUZZIEST CREATIVE DIRECTOR OF THE YEAR

Jonathan Anderson

Love for Loewe has rapidly accelerated in recent years, with sales **more than tripling** in the last three years and new buyers growing **77%** since just last year.

HONORABLE MENTION

Maximilian Davis

Although he has been Ferragamo's Creative Director since 2022, he's clearly gaining traction: searches for the brand jumped **130%** this year, along with sales **(+130%)**. (Dressing Kylie Jenner, Paloma Elsesser, Ayo Edibri and Lakeith Stanfield for the Met Gala this year probably didn't hurt, either.)

MOST ICONIC CELEBRITY FASHION MOMENT

Kendrick Lamar's Super Bowl Halftime Show

We saw a **963%** spike in searches for "Celine Flare Jeans" in 24 hours.



2025'S FAVORITE FASHION ERA

The 2010s

Searches for Hervé Leger bandage dresses – a tried-and-true millennial classic – are up **106%** YoY.



COMEBACK BRAND OF THE YEAR

Isabel Marant

Driven primarily by Gen Z and this year's boho trend, the brand saw a **54%** uptick in searches this year (mostly for clothing and shoes), and was our **number-one** most searched contemporary brand overall.



THE MARKET MOVER OF THE YEAR

Miu Miu

The brand that had the biggest jump in resale price? Miu Miu, with an impressive **31%** increase since last year.



MOST VIRAL BAG

Alaïa Le Teckel

It drove the East-West takeover, as well as Obsessions for Alaïa bags by **+167%** and sales for the brand overall **(+53%)** this year.



Creative Director Musical Chairs

One thing about the fashion industry in 2025? There was never a dull moment. It was an **unprecedented year of shakeups**, intended to drive business in the primary market, but it ended up prompting shoppers to take to TRR's search bar.



PROENZA SCHOULER

When **Jack McCollough** and **Lazaro Hernandez** announced they were leaving Proenza Schouler behind after 23 years at the helm, searches jumped 37% in one week.



+60%

BALLY

Searches for Bally jumped 60% YoY when Creative Director **Simone Bellotti** announced his departure.

+310%

BALENCIAGA

Demna was out at Balenciaga and in at Gucci, which spurred a 310% search increase for 'Demna' in one day.



+488%

LOEWE

In one of the buzziest departures of the year, **Jonathan Anderson's** incited a 488% jump in searches for Loewe the day of the announcement alone.



DIOR

On the day **Maria Grazia Chiuri's** Dior exit went public, searches jumped 114%.

+114%



MARNI

Marni made waves when it announced **Meryll Rogge** was replacing **Francesco Risso** as Creative Director, prompting a 18% jump in searches.

+18%

JANUARY 15

JANUARY 24

MARCH 13

MARCH 17

MARCH 19

JUNE 18

Quiet Rumbles

Not every creative director shakeup set off a seismic shift...

FEBRUARY 6

Sabato De Sarno's departure from **Gucci** prompted just a 2% bump in searches in one day.

FEBRUARY 26

Lucie and Luke Meier's exit from **Jil Sander** saw a modest 6% lift.

MARCH 1

Simone Bellotti's appointment at **Jil Sander** caused an 11% jump in searches.

MARCH 13

Donatella **Versace** announced her exit, prompting a 13% increase in searches during the month of March.

JUNE 29

The long-anticipated appointment of Glenn Martens at **Maison Margiela** — following John Galliano's dramatic departure late last year — stirred only a 7% increase the day of the announcement.

Most Searched Brands of 2025

While the world may be in flux, when it comes to luxury, shoppers are sticking to the **legacy labels they know and love**.



1. Louis Vuitton

You may not be surprised to see Louis Vuitton top this list for the second year in a row but you may be surprised to know: Searches for **Louis Vuitton Speedys** were up **110%** this year.



2. Chanel

The brand may be in the number-two slot, but our **number-one most searched item** overall this year? Chanel bags.



3. Prada

Sales for vintage Prada bags **nearly quadrupled** this year (+283%).



4. Miu Miu

Sales for clothing from the brand were up **63%** since last year, and it moved up a spot from 2024. (Sorry, Loewe!)



5. Gucci

Still stable in fifth place, despite Sabato De Sarno's short-lived run at the helm and **primary market sales dipping**. Will Demna's arrival change things? We'll see!



6. Loewe

One brand that certainly transcends the gender binary: Sales for men's bags in particular were up **163%** this year.



7. Bottega Veneta

The brand swooped in and stole Celine's 2024 spot: Searches **increased by 27%** YoY.



8. Celine

The Michael Rider effect is real: Sales for Celine are **up 27%** YoY since his debut show, with handbags as the biggest driver (**+48%**).



9. Dior

Ninth place on this list, but **fourth when it comes to vintage** searches, just after Louis Vuitton, Chanel, and Gucci.



T-10. The Row

A good investment: **Resale value saw a 26%** jump this year.



T-10. Fendi

With a **17% jump** in searches, Fendi cracked our top ten this year to tie with The Row.

THE YEAR IN REVIEW

These Brands Saw the Biggest Jump in Searches

Okay, so they aren't in the top ten. But they're well on their way (it really has been a Pucci summer)...



SEARCHES

1. 🔍 Coach	+160%
2. 🔍 Ferragamo	+129%
3. 🔍 Pucci	+111%
4. 🔍 Toteme	+82%
5. 🔍 Roberto Cavalli	+62%



Top 100 First Timers

🔍 Pucci	🔍 La DoubleJ
🔍 Tibi	🔍 Ferragamo
🔍 Rachel Comey	🔍 Paloma Wool
🔍 Johanna Ortiz	🔍 Polène
🔍 Ann Demeulemeester	

Newcomers meant a few brands also fell off the list, including: Nike, Self-Portrait, Helmut Lang, Adidas, Vince, St. John, Balmain, Theory, and Mother.

Want more? See the full list of the 100 most-searched brands on [***The RealReal's Substack.***](#)

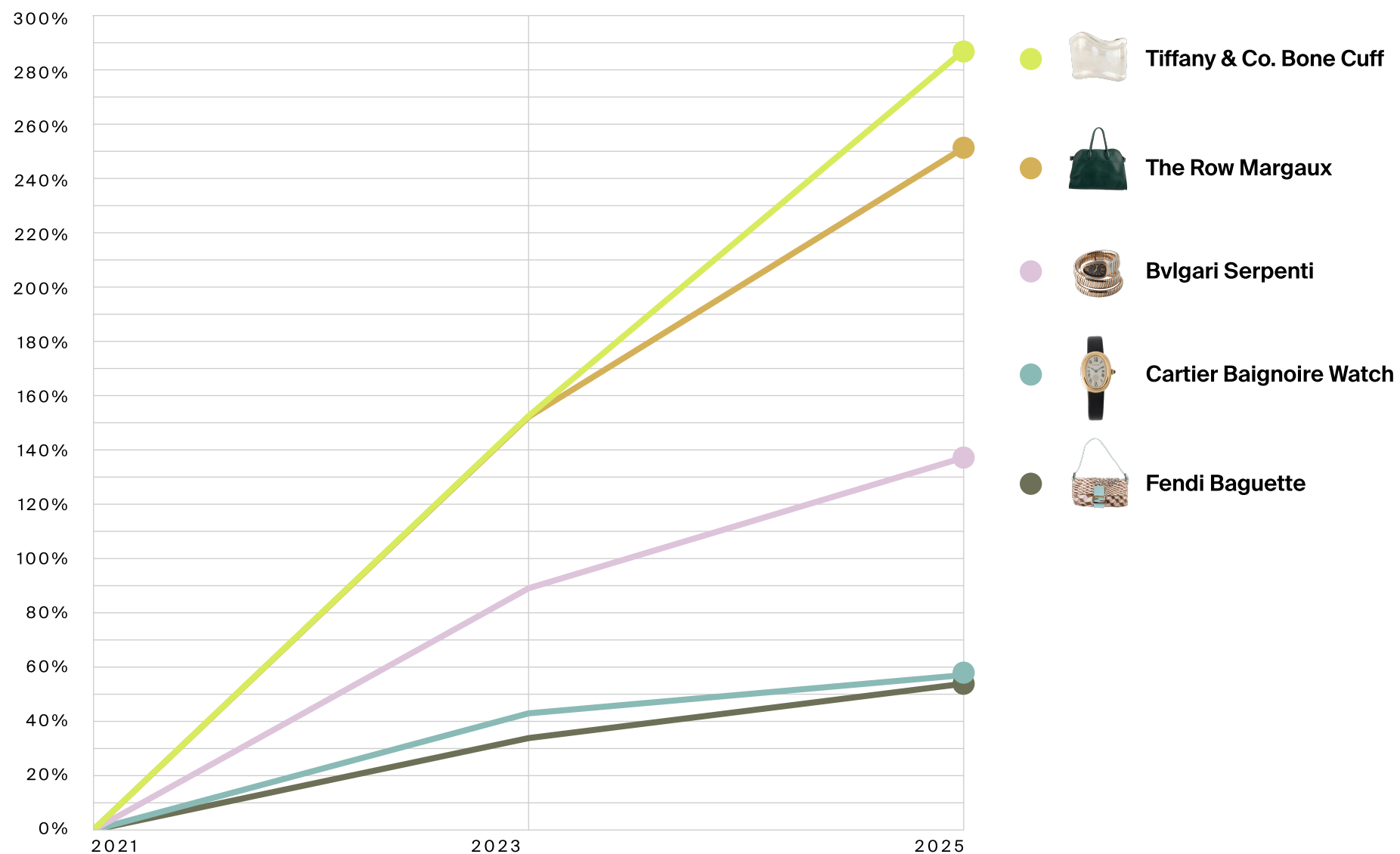
Accessories Are Assets Now

Some of the smartest investments this year weren't on Wall Street. (In fact, we believe the volatility of the market in 2025 only made fashion's most coveted finds even more attractive.) **These pieces don't just complete the look – they compound in value**, according to our data.

The Pieces Defining the Cultural Moment

The Row Margaux continued its climb (there's a reason some have called it the next Birkin). **Bvlgari** saw spikes tied to **Serpenti** nostalgia and its ubiquitous red-carpet presence. The **Cartier Baignoire** watch surged in popularity after Timothée Chalamet was spotted in one at the Oscars. The **Fendi Baguette** resurgence continued thanks to high-profile placements on "And Just Like That" and its prominence in Fendi's 100th anniversary show (where Sarah Jessica Parker was in attendance). And the **Tiffany & Co. Bone Cuff** has been increasing in value since it was reissued in 2020 for its 50th anniversary.

ASP % CHANGE SINCE 2021*

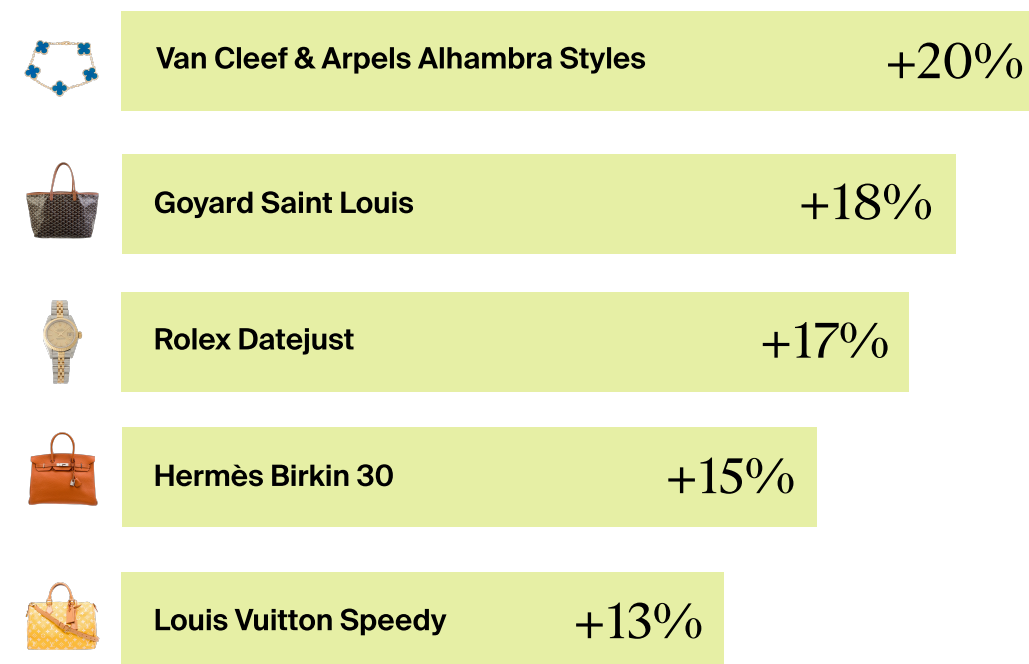


* Data reflects resale value growth from January 1, 2021 through July 1, 2025

While the Classics Hold Strong

The **Van Cleef & Arpels Alhambra** collection, **Goyard Saint Louis** totes, **Rolex Datejusts**, **Louis Vuitton Speedys**, and **Hermès Birkins** have had consistent resale-value growth throughout the years, a steadiness the stock market can't always promise.

ASP % CHANGE SINCE 2021



In Uncertain Times, Appeal Grows for Precious Metals With Enduring Value

In last year's Resale Report, we shared that average order values and average resale prices for fine jewelry were both up 7% – signaling that shoppers are willing to **spend more on pieces that hold value** regardless of economic climate. And in 2025, the trend continues: **Average selling prices for fine jewelry skyrocketed 17%** since last year, during a moment of even greater economic uncertainty.

Yellow Gold Takes First Place

It was all yellow... or at least, most of it was.

- Yellow gold is now reselling for **47%** of its original retail value – up from **39%** in 2024 and **37%** in 2019.
- For 18K gold, average selling prices are up a staggering **53%**.
- Sales and average selling prices for yellow gold were up **28%** and **24%** respectively.
- Sales for 18K gold were up **35%** this year.
- Gold styles driving the highest growth this year were bangles (**+51%**), cocktail rings (**+41%**), and chain necklaces (**+52%**).



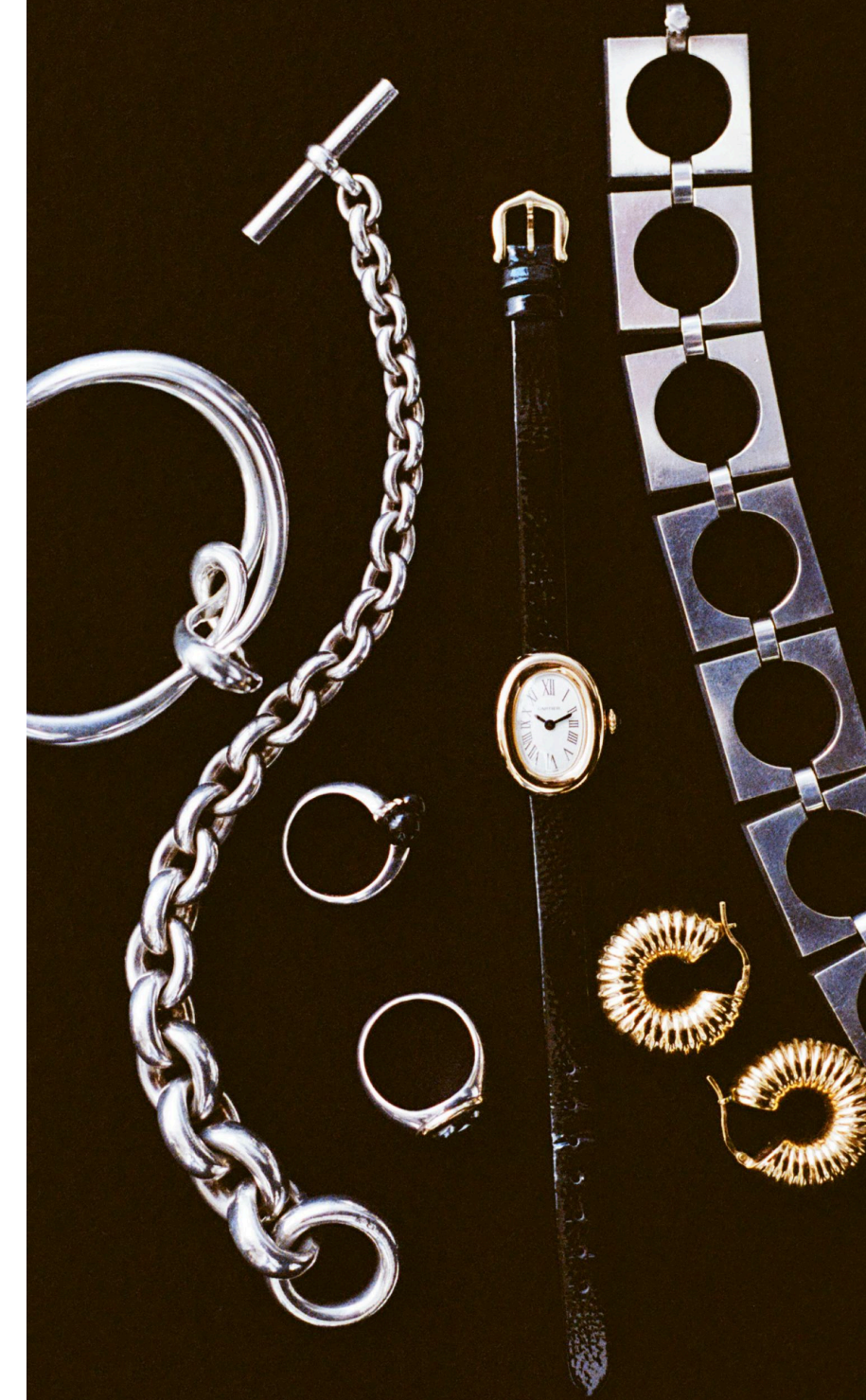
And Silver Is Surging

Silver jewelry as a trend has been heating up, but it reached a boiling point this year.

- **Average selling prices are the highest they've ever been.**
- Sales and Obsessions for silver are up **18%** and **49%** this year respectively.
- **Chrome Hearts** sterling silver pieces jumped **82%** in average selling price.
- **Tiffany & Co.** sales and average selling prices hit record-breaking highs driven by some of their cult favorites: sales for the brand's **cuffs** (specifically the trending Bone Cuff), **charm bracelets**, and **vintage pendant necklaces** (specifically the Elsa Peretti Bean) is up **30%**, **21%**, and **27%** respectively.

What's a Good Investment?

Shoppers are searching for pieces that have **high ROIs** – whether it's a legacy brand or something made from actual silver and gold that has **intrinsic value** – but practicality matters too. Pieces with everyday wearability have a **lower cost per wear**.



Every Generation Is On a Watch Kick

We've seen a **46% increase in new watch buyers** this year, with Rolex and Cartier leading the charge.



BOOMERS

The Generation Most Likely to Wear a Status Symbol

It's all about **heritage brands** for Boomers. With the biggest increase in watch buyers this year, they purchase **Rolex Datejusts** (our number-one watch among both men and women) more than any other generation — and sales for **Audemars Piguet**, **Chopard**, and **Chanel** watches have doubled among Boomers just this year.

GEN X

The Generation Most Likely to Have a Collection

To put it simply, they're **watch-obsessed**: Gen Xers buy more watches than any other generation, with **Rolex Daytonas** leading for men and **Bvlgari Tubogas** for women.

MILLENNIALS

The Generation Most Likely to Rock a Gold Explorer

They searched for “gold watches” **30%** more than last year, with **Rolex Day-Dates** and **Patek Philippe Nautilus** winning in sales among male and female millennials respectively.

GEN Z

The Generation Most Likely to Seek Out a Bold Brand

Leave it to Zoomers to be brand-curious: Searches for **Tag Heuer** were up **105%** this year, the sharpest search increase of any brand or generation. Sales have also doubled for **Omega**, and increased **117%** and **35%** for **Audemars Piguet** and **Gucci** respectively.



The Watch to Watch

Keep an eye out for **Piaget Polos**: Sales and resale value for the model have increased **285%** and **40%** this year respectively. Perhaps due to the model's signature sleek and vintage look that's trending now — or the fact that celebrities like Michael B. Jordan and Sylvester Stallone have been spotted sporting them recently.

The Bags Everyone Is Bullish About

Some maintain their value consistently (looking at you, **Birkins**), some have been steadily increasing in value (hello, **Fendi Baguettes**), and others have suddenly spiked (congratulations, **Chloé Paddingtons**).



+236%

From 2022 through 2024, average selling prices for Chloé Paddingtons were around \$215 – \$217 in 2024 specifically – but this year, average selling prices jumped to \$724 (a **236%** increase).



+37%

Average selling prices for Fendi Baguettes steadily climbed this year, and are up **37%** since 2021.

#1 ❤️

Vintage Fendi Baguettes are the **number-one most Obsessed** item on our entire site this year.



4,000

The term “Birkin” received **4,000** searches per day on average in 2025 – by the time you finish reading this sentence, someone else has searched for a Birkin.

\$385,000

The most expensive Birkin sold in TRR history was **\$385,000** out of our West Hollywood store last year.

+235%

Man purse season: Men’s Birkin-related searches were up **235%** this year.

The \$10 Million Ripple Effect

On July 10, 2025, Jane Birkin’s original Birkin – a prototype from 1985 – sold at Sotheby’s for over \$10 million. Shoppers took note.

Birkin Searches on July 10, 2025

🔍 +35% DoD

Birkin Sales 2025

+42% YoY

Birkin Searches 2025

🔍 +14% YoY

Playing the Long Game Pays Off

Shoppers are helping revive **vintage bag styles from every era**, and brands are reissuing them in response, driving up both buzz *and* resale value. If you held onto one of these styles over the years – or bought it low – now's a good time to sell high.



Balenciaga City Bag

Searches for Balenciaga City Bags were up **110%** this year, with average selling prices up **52%** – and the reissuing prompted a **64%** jump in value and a **116%** increase in Obsessions.



Chloé Paddington

Chloé Paddingtons have had one of the biggest years of any other bag, with searches up **339%**.



Louis Vuitton x Murakami

Searches for Louis Vuitton x Murakami styles have jumped **108%**, with average selling prices up **34%**, too.



Fendi Spy

Obsessions and sales for Fendi Spy bags jumped **138%** and **69%** this year respectively.



Celine Phantom

Beginning in early July, shoppers have been all over the Celine Phantom and Luggage totes, with searches surging **360%**.

Ones to Watch

Clearly, staying ahead of the curve pays off. If you're looking for the **next big bag trend**, we'd put our money on these ascending styles that haven't hit peak comeback yet...



YSL Mombasa

Average selling prices and searches were up **70%** and **37%** since last year respectively in a year where hobo styles reigned supreme.



Hermès Plume

With this year's doctor bag trend, average selling prices and searches were up **25%** and **24%** this year respectively.



Gucci Indy

The iconic boho style saw a **138%** jump in searches this year.



Prada Bauletto

Searches were up **32%**, and average selling prices up **23%** since last year.



Celine Boogie

The next Celine resurgence? Searches were up **39%**, this year, with Obsessions up **43%**.

Can Jonathan Anderson Revive Dior's Bag Game?

We're interested in seeing how he'll inject life into the brand's slumping bag category.





Personal Style Is the Only Thing AI Can't Touch

As AI grows more convincing by the second and everything (literally, *everything*) is documented and fed to an algorithm, personal style — particularly, **dressing in a deeply individual way** — has become a way to assert what technology can't replicate: our humanity.



High Heels Are Back on Top

Specifically, **early-aughts statement heels**. Since last year, **searches for kitten heels have cooled off by 16%**, while searches for high heels **(+26%)**, Louboutins **(+34%)**, Manolos **(+24%)**, Dolce & Gabbana **(+29%)**, and Giuseppe Zanotti **(+45%)** have all surged. Maybe it's the Sabrina Carpenter effect or a renewed interest in *The Devil Wears Prada* following news of a sequel! Or maybe it's something more loaded: a **hyper-feminine pivot** partly inspired by popular trad wives on TikTok, partly informed by a new administration, and a sharp departure from the comfort-first, minimalist dressing of recent years.

From Reagan to Now: Maximalism Returns

Similarly to how the Reagan era ushered in **power suits and glitz**, today's political regime has brought its **own brand of maximalism**. Call it escapist or the natural reaction to a new administration — in any case, it was a year where “bad taste” (whatever that is!) wasn't just reclaimed, but celebrated.



'80s Silhouettes

Exaggerated waists and shoulder pads were hitting this year. Searches for vintage Mugler skirt suits, vintage Chanel skirt suits, and vintage Dior separates were up **87%, 281%, and 276%** respectively.



Animal Print Everything

Everyone's pouncing on leopard, zebra, and snake prints: Searches for animal print bags and animal print coats were both **up 41%** this year (while search growth for black and neutral coats was marginal).



Big Bold Jewelry

Shoppers were big on chunky pieces from Yves Saint Laurent **(+71% YoY)** and Versace **(+38% YoY)**. Vintage pieces from both brands were up even bigger **(+111% and +185% in searches respectively)**.



Sequins

Overall searches using the term sequins jumped **26%** this year, along with sequin tops **(+64%)**, sequin skirts **(+52%)**, and sequin bags **(+155%)**.



Schiaparelli Dresses

Searches for sculptural pieces by the iconic maison saw a whopping **729%** jump this year.



Vintage Furs

Long considered too controversial for a real comeback, fur has suddenly surged back into style in tandem with the maximalist, look-at-me energy of the Boom Boom trend. Interestingly, though, it's vintage fur in particular that's seeing the biggest uptick: Sales are up **87% YoY**, and average selling prices have increased by **13%**, signaling a growing demand for archival drama.

That Lived-In Look Shows It's Real

In an age of AI-powered LinkedIn portraits, forty-somethings with facelifts, and the increasingly rare site of natural teeth on the silver screen, there's a status symbol in **embracing the imperfection**. Being hot in Hollywood without veneers? It's a power play. The same thing applies to fashion: pieces with patina and wear are more in-demand than ever. **Shoppers want proof of life.** (And, with the exception of Jane Birkin's Birkin, the more worn pieces are often also less expensive.)



As Is & Fair Condition Pieces

Shoppers are embracing the beauty of wear and imperfection: Sales for Fair Condition items (which means, on our site, items with heavy wear) **are up 32% this year**, with **growth driven by new buyers (+40%)**. As Is items (which may require repair) see sales grow every month since launching during the spring of 2024. Fair jewelry shines: Since launching last year, **fine jewelry in Fair Condition** has seen **double-digit growth every month**, proving that even well-worn jewelry pieces remain a worthy investment. Shoppers particularly flock to extra-loved Chanel, Cartier, and unbranded rings and bracelets.

Patinaed Bags

The more worn, the better. Sales for timeworn bags are **up 45%** this year, with ones by **Louis Vuitton (+14%)**, **Chanel (+15%)**, **Hermès (+35%)**, and **Balenciaga (+22%)** especially hot with shoppers. Our top-selling patinaed styles include **Chanel Classic Medium Double Flap (+68% YoY)**, **Hermès Togo Birkin 35 (+73% YoY)**, and **Balenciaga Motocross Class City bags** (average selling prices are up **78% YoY**).

*Oh, and sales for Rimowa luggage — used and with stickers! — are up **65%** since last year.*

Brown Leather Jackets

They are the moment. Sales for the versatile, lived-in toppers are **up 155%** since last year — specifically Fair Condition ones from **The Row**, **Acne Studios**, and **Rick Owens**.

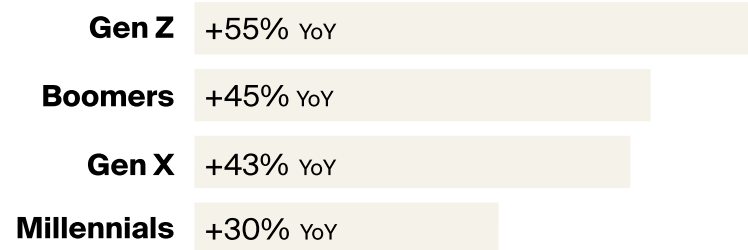
Shoppers Are Turning to Resale for Their Wedding Needs

Brides really, really want something “old”: Searches are up big this year for wedding dresses (+247%), vintage engagement rings (+198%), wedding shoes (+321%), wedding guest (+44%), mother of the bride (+173%), and vintage wedding (+121%). The most-searched wedding dress brands this year were **Carolina Herrera**, **Oscar de la Renta**, **Vera Wang**, and **Vivienne Westwood**.

Gen Z Wedding Searches Soar

Since last year, no generation had a bigger surge in wedding-related searches than Gen Z – and millennials saw the smallest increase despite gains across the board.

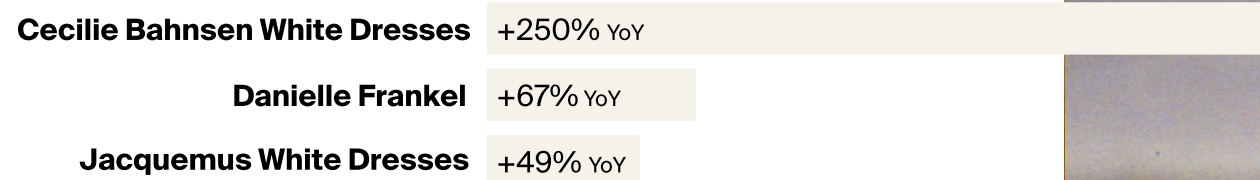
GENERATION SEARCHES



Ascending Bridal Brands

Obsessions for **Retrofête** sequin mini dresses were up 95%, along with searches for celebrity favorite **Danielle Frankel** and white dresses from some of fashion’s favorite cult labels.

CATEGORY SEARCHES



Some Brides Are Bucking Tradition (Thanks, Charli XCX)

Searches for **short/mini wedding dresses** and **wedding after party** were up 68% and 34% this year respectively – and searches for **Vivienne Westwood dresses** jumped 73% in the weeks following Charli XCX’s viral Hackney Town Hall nuptials, where she wore a corseted mini by the designer.



Sales of **nontraditional engagement rings**, like **colored gemstones**, were up this year as well: 21% for sapphire and emerald ones in particular.

Ascending Names in Vintage

There's a reason everyone from household names Kendall Jenner and Charli XCX to cool girls on TikTok are looking for vintage more than ever before: It's a way to stand out, and to not show up wearing the same outfit as a friend. That might be why 2025's most rapidly ascending vintage brands are all decidedly maximalist, and **nearly 30% more members have searched for vintage this year than last.**



+76%

Dries Van Noten may have stepped down from his eponymous label back in March 2024, so his devotees are looking for the originals: **searches for vintage Dries Van Noten jumped 76%** this year alone. His designs are also decidedly maximalist during a time when the quiet luxury trend is cooling off, likely contributing to the surge as well.

VINTAGE BRAND SEARCHES

+110% YoY
Vintage
Roberto Cavalli

+60% YoY
Vintage
Jean Paul Gaultier

+43% YoY
Vintage
Yohji Yamamoto

+34% YoY
Vintage
Emilio Pucci

Be an Early Adopter

These brands are on our vintage shoppers' radars: **Miguel Adrover** pieces sell for double the average vintage selling price, and search for brands **Zoran** and **Krizia** are up **+97%** and **47%** this year respectively.

The American Brands

Defining the Moment

Historically, our most-searched brands have skewed Eurocentric, but a new guard of American ones are rising, led (unsurprisingly) by The Row, all with **distinct perspectives on American style**. From Ulla Johnson's boho energy to Coach's nostalgia, our top trending American labels, together, capture the many moods of Americans at a moment marked by political tensions and tariffs.

TOP 10 MOST SEARCHED CFDA-MEMBER BRANDS



1. The Row

The Row still reigns: The brand took the **number-one spot in 2024**, too.



6. Khaite

With the quiet luxury trend cooling down, the minimalist maison has seen a slight **2%** dip in searches this year.



2 Ralph Lauren

Searches for vintage Ralph Lauren were up **270%** this year.



7. Chrome Hearts

The edgy luxury brand holds strong and keeps its same rank from last year, with a **12%** jump in searches



3. Coach

Searches were up **160%** this year (and we only accept outerwear and leather handbag styles).



8. Ulla Johnson

With this year's boho revival, the brand remains hot with a **12%** increase.



4. Tory Burch

Despite a slight dip (down **3%** since last year), the brand is still a top player.



9. Marc Jacobs

Searches for vintage Marc Jacobs in particular surged **151%** this year.



5. Cult Gaia

Up since last year, the contemporary-luxury brand surged **25%** in 2025.



10. Tom Ford

Rounding out the top ten, Tom Ford saw a **12%** jump in searches this year.

The New Americana

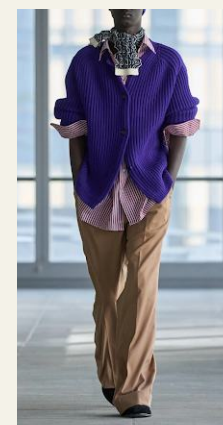
The new faces of American style are redefining what "American" looks like beyond Ralph Lauren. These are the emerging CFDA names that saw the biggest **surge in searches** this year. (Psst – these brands are still relatively new, so their pieces go fast. Jump on them while you can.)



Diotima

Search for Diotima and you'll find intricate knits and handwoven Jamaican crochet.

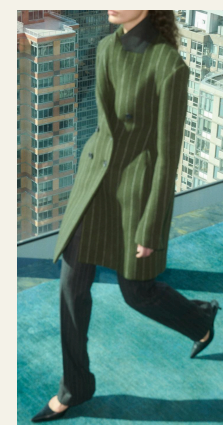
🔍 +152% YoY



Zankov

Designer Henry Zankov blends punchy colors and bold patterns into his signature knitwear.

🔍 +65% YoY



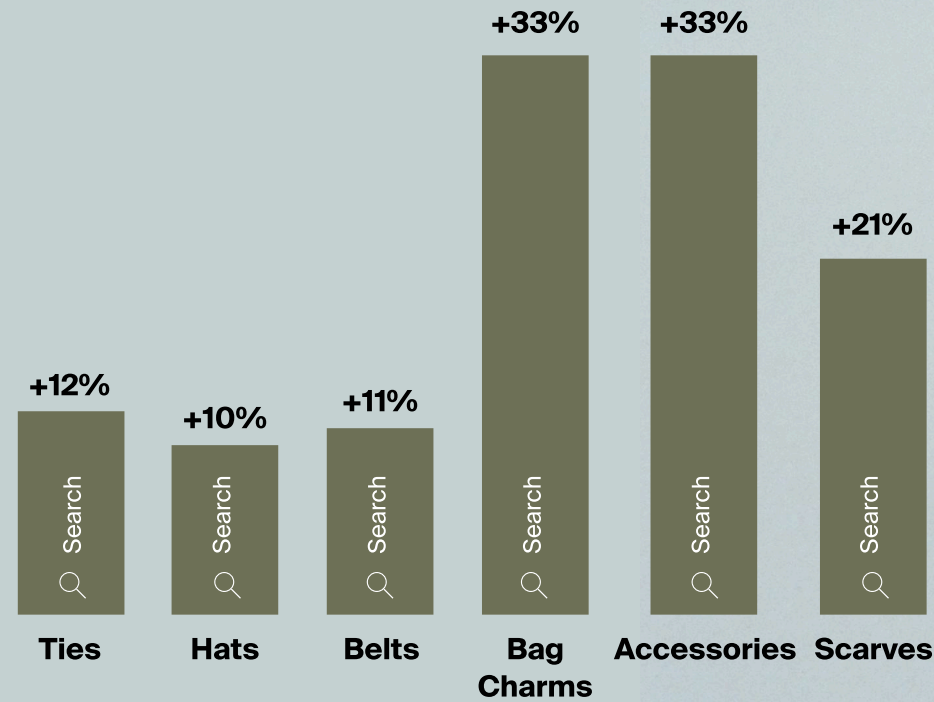
Marina Moscone

Founded by American sisters but crafted in Italy, Marina Moscone is known for its expert tailoring and modern silhouettes (and counts Rihanna and Michelle Obama as fans).

🔍 +44% YoY

Some of the Smallest Investments Have the Biggest Returns

Shoppers – especially price-conscious ones – are making existing looks feel exciting again by piling on **itty-bitty accessories** that make a **big impact** without breaking the bank. Consider them the **lipsticks of fashion**: small indulgences you can wear on repeat. And brands are taking note with accessory-forward collections to meet the growing demand...

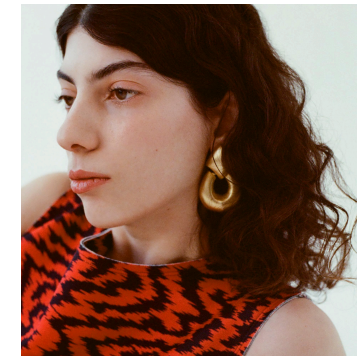


The Rise of Novelty Jewelry

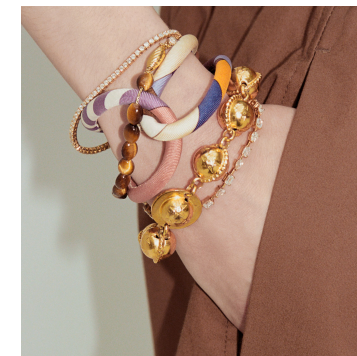
Everything whimsy, kitschy, and a little bit costume (in a good way) offered a sense of **individuality and play** – or just made shoppers smile during a year of volatility.



Brooches have seen a 52% increase in sales since 2021, with ones by Cartier (**+340%**) and Saint Laurent (**+55%**) especially popular.



As shoppers lean into vintage silhouettes and oversized studs, searches for **clip-on earrings** have surged **60%** this year with Chanel (**+28%**) leading the charge.



Obsessions for statement bracelets – like **cuffs and bangles** – picked up **45%** this year.



Two of 2025's biggest jewelry trends – **shell jewelry** and **charm bracelets** – saw a **17%** jump in sales and a **34%** sales increase respectively.

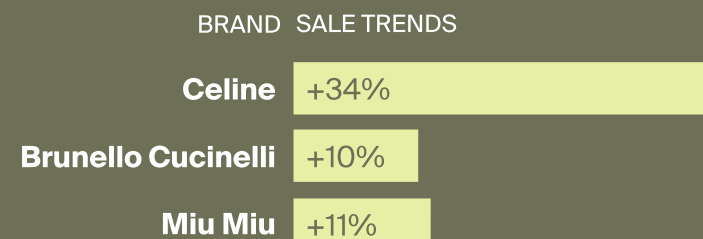
+470%

Charmed, I'm Sure

Labubus aside, 2025 has been marked by shoppers wanting to make their bags completely their own: **Searches for bag charms saw an increase of 470% this year.**

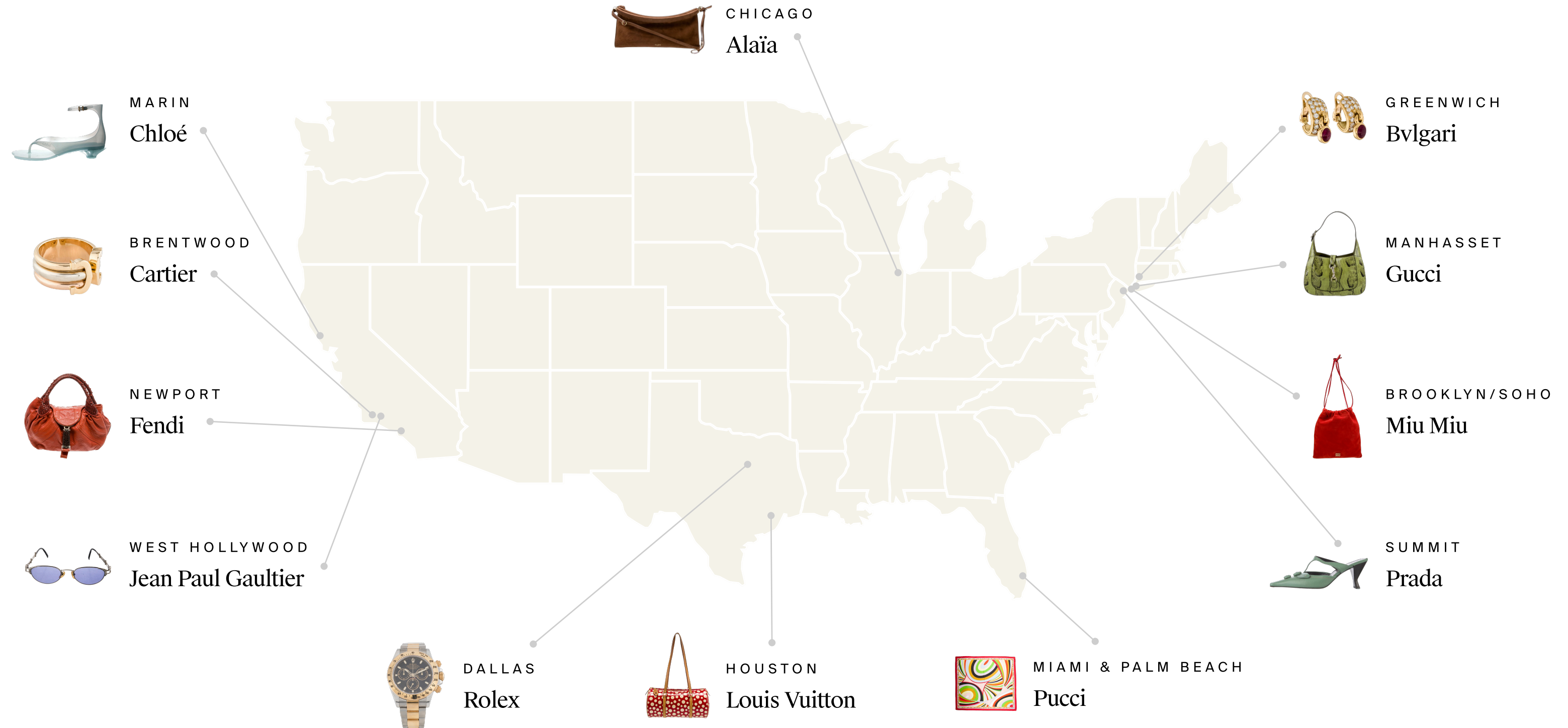
We're Wearing Many Hats

The most popular brands for hats in particular this year...



Chicago Really, Really Loves Alaïa

Are you surprised? We aren't. Here, a breakdown of the brands with outsized demand at each of our stores, from Marin to Miami (and everywhere in between).





Glossary

Resale Value

Measures the percent of original retail price retained on the secondary market on TRR

ASP

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

YoY

Compares January 1, 2025 to July 31, 2025 to the same time period in 2024

GMV

Gross merchandise value, or the total value of items sold

MSRP

Short for “manufacturer’s suggested retail price,” or the typical retail price for an item

Baby Boomer

Year Born: 1946-1964 | Age in 2025: 61-79

Gen X

Year Born: 1965-1980 | Age in 2025: 45-60

Millennial

Year Born: 1981-1996 | Age in 2025: 29-44

Gen Z

Year Born: 1997-2012 | Age in 2025: 13-28



2025 RESALE REPORT

The RealReal