The Future of Resale Menswear Edition 2025



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Vestiaire Collective

Table of Contents

What’s Inside

As we celebrate the launch of our new dedicated menswear destination, we’re putting the spotlight on men’s pre-loved shopping habits with an exclusive report that dives into our unique resale data*. We’ll uncover what drives men to buy secondhand, the cult classic brands and rising fashion stars they’re investing in, and the top searched-for categories that define how men shop today.

1. **The Big Picture:** The state of Menswear at Vestiaire Collective
2. **From Search to Sale:** Mapping menswear shopping behaviors
3. **Decoding Men’s Style:** Seasonal trends, key pieces, and rare finds
4. **About Us:** Get to know Vestiaire Collective



Timeframe: July 1, 2024 – June 30, 2025 vs. July 1, 2023 – June 30, 2024

1 The Big Picture: The State of Menswear at Vestiaire Collective

01 Behind Men’s Resale Behaviors P.4

02 Who is Our Male Customer? P.5

03 Menswear Market Insights P.6

04 The Global Style Exchange: Sellers by Region P.7

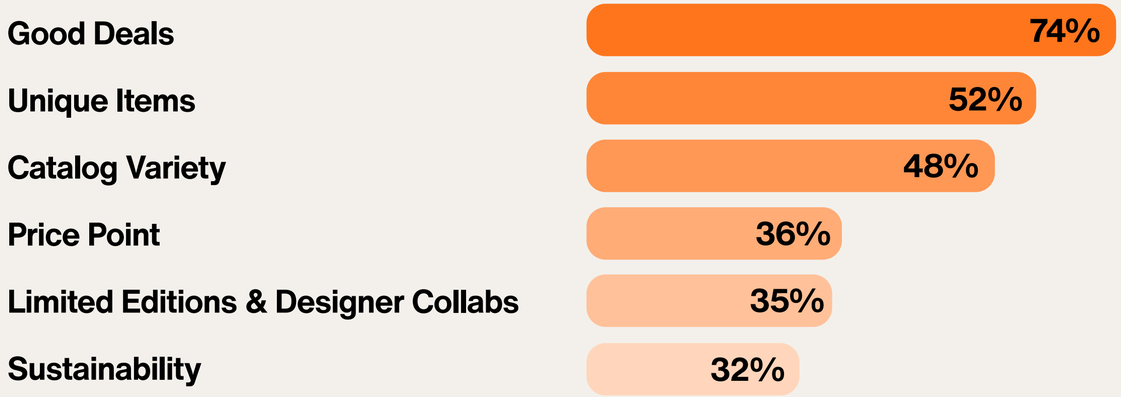
05 The Global Style Exchange: Buyers by Region P.8



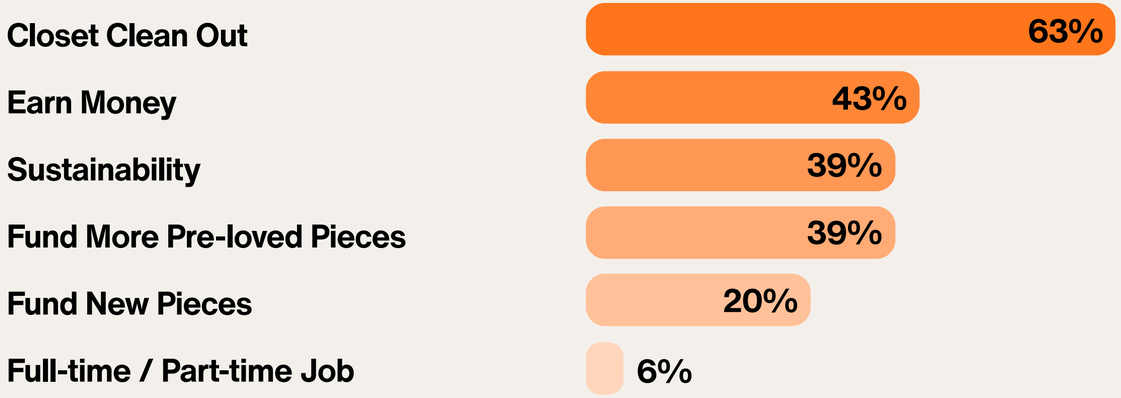
Behind Men's Resale Behaviors

Value for money, finding unique pieces, and shopping sustainably are the key drivers behind our male customers' pre-loved purchases.

Top reasons for buying*



Top reasons for selling*



Finding a good deal is the #1 reason men shop secondhand, with the large majority **choosing preloved as a way to make their favorite luxury brands more attainable.** Beyond price, **our male customer sees fashion as a growing space for self-expression**, turning to resale to find distinctive pieces that elevate their style and show off their individuality.

When it comes to selling, it's mainly for practical reasons like making space or earning money. But sustainability doesn't fall far behind, with **39% of men surveyed reselling pieces to fund their next pre-loved purchase.**

Source: BCG x Vestiaire Collective Survey, 2025
**Percentage of respondents that agreed with the given statement*

1 The Big Picture

Who is Our Male Customer?

Age profile

Our male customer is significantly younger than our female customer, with **59%** in the **Millennial or Gen Z** age bracket.*

Closet size

40% of our male community report that the amount of clothing they own has grown significantly in the last three years (while just 28% of our female customers said the same).*

Platform use

The data shows men are buying more than they're selling on Vestiaire Collective.

44% of men only buy (+7% more than our female customer) and **11% only sell** (compared to 13% of women).*

Resale mindset

Our male customer approaches resale with long-term intent: **70% say they care for their items knowing they might resell them, and 8% always factor resale potential** into their purchase decisions.*



Source: BCG x Vestiaire Collective Survey, 2025
**Percentage of male respondents that agreed with given statement*

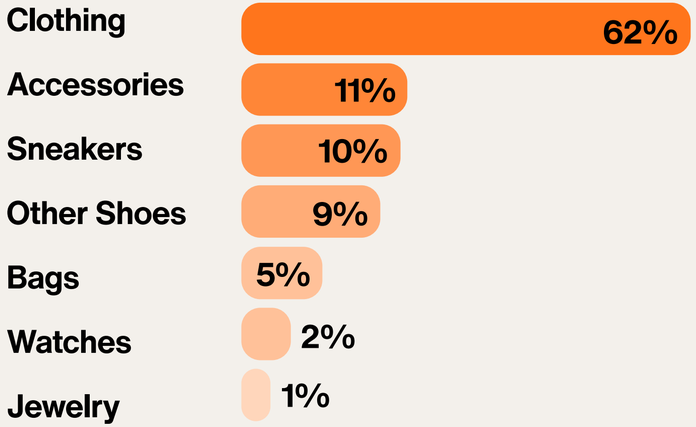
1 The Big Picture

Menswear Market Insights

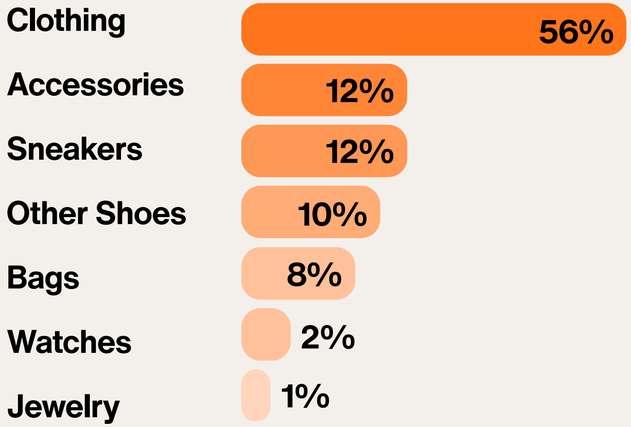
The secondhand menswear market is accelerating fast, and we're now seeing the men's category account for 1 in 5 sales on our platform. Our men's supply has grown by 88% over the past 3 years, with our menswear customer able to choose pre-loved pieces from 600 brands across 6 key categories.

Add to bag: what's being bought and sold

% Listings*



% Sales**





Source: Vestiaire Collective Internal - Data - Global
Period: June 2024 - July 2025

**% of total menswear listings on the platform*
***% of total men's items sold on the platform*

1 The Big Picture

The Global Style Exchange: Sellers by Region

Top selling countries

% of total men's items listed

1. Italy	31%
2. France	19%
3. United Kingdom	9%
4. Germany	7%
5. United States	5%
6. Spain	5%
7. Poland	4%
8. Romania	2%
9. Netherlands	2%
10. Sweden	2%

Most listed brands

Italy: Gucci

France: Louis Vuitton

United Kingdom: Burberry

Germany: Balenciaga

United States: Prada

Spain: Loewe

Poland: Polo Ralph Lauren

Romania: Dolce & Gabbana

Netherlands: Loro Piana

Sweden: Moncler



Source: Vestiaire Collective Internal - Data - Global
Period: June 2024 - July 2025

1 The Big Picture

The Global Style Exchange: Buyers by Region

Top buying countries

% of total men's items sold

1. France	16%
2. United States	14%
3. Germany	13%
4. Italy	10%
5. United Kingdom	7%
6. Sweden	4%
7. Spain	4%
8. Netherlands	3%
9. Finland	3%
10. Romania	2%

Most purchased brands

France: Dior

United States: Louis Vuitton

Germany: Prada

Italy: Gucci

United Kingdom: Burberry

Sweden: Gucci

Spain: DSquared2

Netherlands: Louis Vuitton

Finland: Gucci

Romania: Balenciaga



Source: Vestiaire Collective Internal - Data - Global
Period: June 2024 - July 2025

2 From Search to Sale: Mapping Menswear Shopping Behaviors

06 Most Searched Brands P.10

07 Most Viewed Products P.11

08 Most Liked Items P.12

09 Top Selling Styles P.13

10 Trending Now P.14

11 Most Listed Styles P.15



2 From Search to Sale

Most Searched Brands

Top searches

Brands with the most searches in the last 12 months:

—		1. Louis Vuitton
—		2. Gucci
—		3. Prada
▲	+1	4. Dior
▼	-1	5. Christian Louboutin
▲	+2	6. Hermès
▼	-1	7. Burberry
▲	+3	8. Balenciaga
▲	+5	9. Moncler
▼	-4	10. Rolex

Rising stars

Brands with the strongest growth in searches in the last 12 months:

▲	+300%	1. Ami
▲	+260%	2. Zegna
▲	+200%	3. Jean Paul Gaultier
▲	+150%	4. Kenzo
▲	+100%	5. Yves Saint Laurent
▲	+70%	6. AllSaints
▲	+60%	7. Loro Piana
▲	+55%	8. Ralph Lauren
▲	+40%	9. Brunello Cucinelli
▲	+30%	10. Loewe



Source: Vestiaire Collective Internal - Data - Global
Period: July 2024 - June 2025 vs. July 2023 - June 2024

2 From Search to Sale

Most Viewed Items

Top views per search

From classic knits to luxury luggage, these styles have been eyed-up the most in the last 12 months:

- 1. Louis Vuitton Bags
- 2. Rolex Watches
- 3. Louis Vuitton Sneakers
- 4. Moncler Jackets
- 5. Nike Sneakers
- 6. Gucci Bags
- 7. Omega Watches
- 8. Burberry Trench Coats
- 9. Polo Ralph Lauren Sweaters
- 10. Gucci Hats
- 11. Hermès Ties























Source: Vestiaire Collective Internal - Data - Global
Period: June 2024 - July 2025

❷ From Search to Sale

Most Liked Items

Hit the heart button

These exceptional styles have earned the most likes in the last year:

- ♥ 1. Exaequo Salvador Dali Softwatch
- ♥ 2. Maison Martin Margiela Wool Coat
- ♥ 3. If Six Was Nine Jeans
- ♥ 4. Adidas x Wales Bonner Samba Sneakers
- ♥ 5. Louis Vuitton Keepall Leather Crochet Bag
- ♥ 6. Loewe Anagram Cotton Sweatshirt
- ♥ 7. Louis Vuitton x Nigo Denim Jacket
- ♥ 8. Rick Owens Megalace Sneakers

1.


4.


7.


2.


5.


3.


8.


6.


Source: Vestiaire Collective Internal - Data - Global
Period: June 2024 - July 2025

2 From Search to Sale

Top Selling Styles

By brand

1. Gucci
2. Burberry
3. Louis Vuitton
4. Prada
5. Balenciaga
6. Polo Ralph Lauren
7. Hermès
8. Moncler
9. Dolce & Gabbana
10. Dior Homme



By category

1. Jackets
2. Sneakers
3. Sweaters
4. T-shirts
5. Shirts
6. Coats
7. Trousers
8. Bags
9. Flat Shoes
10. Sunglasses



Source: Vestiaire Collective Internal - Data - Global
Period: June 2024 - July 2025

❷ From Search to Sale

Trending Now





Brands on the rise

+300%	1. Adidas x Wales Bonner
+150%	2. Tudor
+95%	3. Moncler x Palm Angels
+90%	4. Drake's
+90%	5. Doucal's
+90%	6. Baldinini
+87%	7. Chrome Hearts
+80%	8. Denim Tears
+75%	9. The Row
+70%	10. On Running

Fastest growing categories

+375%	1. Belt Bags
+29%	2. Gloves
+23%	3. Espadrilles
+15%	4. Co-ordinated Sets
+13%	5. Flat Shoes

❷ From Search to Sale

Most Listed Styles

On the market

These menswear items have been listed the most this year:

1. **Nike** Sneakers
2. **Gucci** Sneakers
3. **Polo Ralph Lauren** Knitwear
4. **Louis Vuitton** Bags
5. **Balenciaga** Sneakers
6. **Adidas** Sneakers
7. **Gucci** Flats
8. **Moncler** Jackets
9. **Louis Vuitton** Wallets
10. **Stone Island** Knitwear

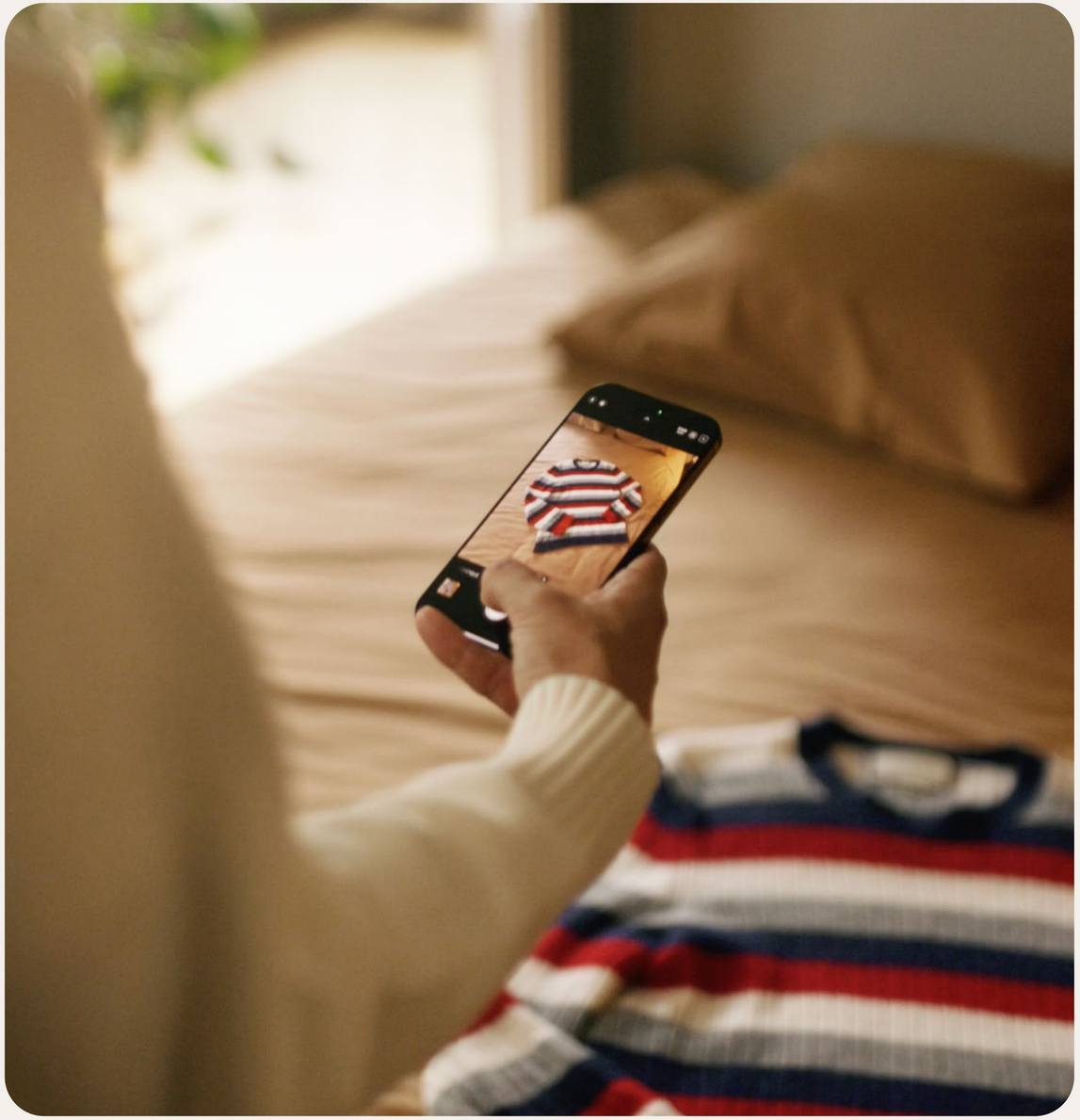
Encouraging circularity

When consumers choose pre-loved luxury, it benefits the planet as well as their wallets.

Without Vestiaire Collective, 23% of our sellers would have kept items in their closet without wearing them.

Plus, **shopping on Vestiaire Collective instead of buying new reduces your carbon footprint ten times** over.

Want to find out more?
Read our **Circularity Report here.**



Source: Vestiaire Collective Internal - Data - Global
Period: June 2024 - July 2025

3 Decoding Men’s Style: Seasonal Trends, Key Pieces, and Rare Finds

12	Trending: Tones and Textures	P.17
13	Spotlight: Men’s Watches	P.18
14	Live Listings: Rare Finds and Limited Editions	P.19



Trending: Tones and Textures

Most popular colors

Top selling colors by share of items sold:





Black
30%

Blue
14%





White
9%



Brown
7%



Grey
7%

Most popular fabrics

Top selling materials by share of items sold:

Cotton
30%





Leather
23%



Wool
9%

Colors on the rise

Trending colors by year-on-year growth:





Purple
+7%

Beige
+10%





Camel
+8%



Khaki
+12%



Yellow
+7%

Fabrics on the rise

Trending materials by year-on-year growth:

Denim
+96%





Faux Leather
+31%



Cashmere
+15%

Source: Vestiaire Collective Internal - Data - Global
Period: July 2024 - June 2025 vs. July 2023 - June 2024

❸ Decoding Men's Style

Spotlight: Men's Watches

Top seller countries

1. Italy
2. France
3. Spain
4. Germany
5. UK

Top buyer countries

1. France
2. Italy
3. US
4. Germany
5. Spain

Source: Vestiaire Collective Internal - Data - Global
Period: June 2024 - July 2025

Most engaged-with models

Highest number of likes on our platform



Tank Louis
Cartier
Best Vintage Buy



Datejust
Rolex



Omega X
Swatch



Nautilus
Patek Philippe
Best Investment Piece

Top selling models

Highest number of items sold in past 12 months



De Ville
Omega
Most Timeless Style



Seamaster
Omega
Best Statement Piece



Formula 1
Tag Heuer



Grip
Gucci

❸ Decoding Men's Style

Live Listings: Rare Finds and Limited Editions

1. Balenciaga *FW21 "Armor" Gloves*
Forged from 45 hinged steel plates, only three pairs of these medieval-meets-high-fashion gloves were released in the US (one of which is now owned by Drake).
£34,330

2. Supreme x Comme des Garçons *FW21 Patchwork Pants*
Crafted in Japan under Junya Watanabe's creative direction, these limited edition cargo pants feature a complex patchwork of premium fabrics.
£890

3. Maison Margiela *SS08 "$11 Bill" Wallet*
This artisanal wallet is a rare collectible from the 2008 "Currency" collection, featuring laminated faux dollar bills with Margiela's signature numeric stamp.
£5,040



4. Audemars Piguet *2024 Royal Oak Double Balance Watch*
A yellow gold take on Audemars Piguet's iconic "Openworked" watch design, this style features a Double Balance mechanism for ultimate timekeeping precision.
£226,590

5. Dior x Travis Scott *SS22 Lingot 50 Duffle Bag*
A classic Dior piece through the eyes of Travis Scott, only 47 of this strictly limited edition bag were ever made, and we're selling number 35...
£25,770

6. Nike *2018 Air Jordan 1 Retro High Off-White Chicago*
Distinctive for their deconstructed Off-White design and Chicago colorway, these Air Jordan sneakers were signed by Virgil Abloh at a 2018 party he DJ'd in Madrid.
£31,580

4 About Us: Get to Know Vestiaire Collective

15 **Our Story** P.21

16 **Press Inquiries** P.22



4 About Us

Our Story

When Fanny Moizant and Sophie Hersan founded Vestiaire Collective in 2009, they wanted to give people's old clothes a new life. Fast forward to today, and Vestiaire Collective has become a global community of fashion lovers, driving the circular fashion movement forward through innovative technology, ground-breaking campaigns, and industry-leading luxury partnerships.

Today, we operate in **70 countries**, with **30,000+ new listings** posted every day.

Vestiaire Collective is B Corp certified and has offices in Paris, London, New York, Berlin, Hong Kong, and Singapore.



4 About Us

For any press enquiries, please contact:
Candice Francisco - PR & Events Specialist
candice.francisco@vestiairecollective.com



Vestiaire Collective

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