

# The Future of Resale Menswear Edition 2025



[vestiairecollective.com](https://vestiairecollective.com)

**Vestiaire Collective**

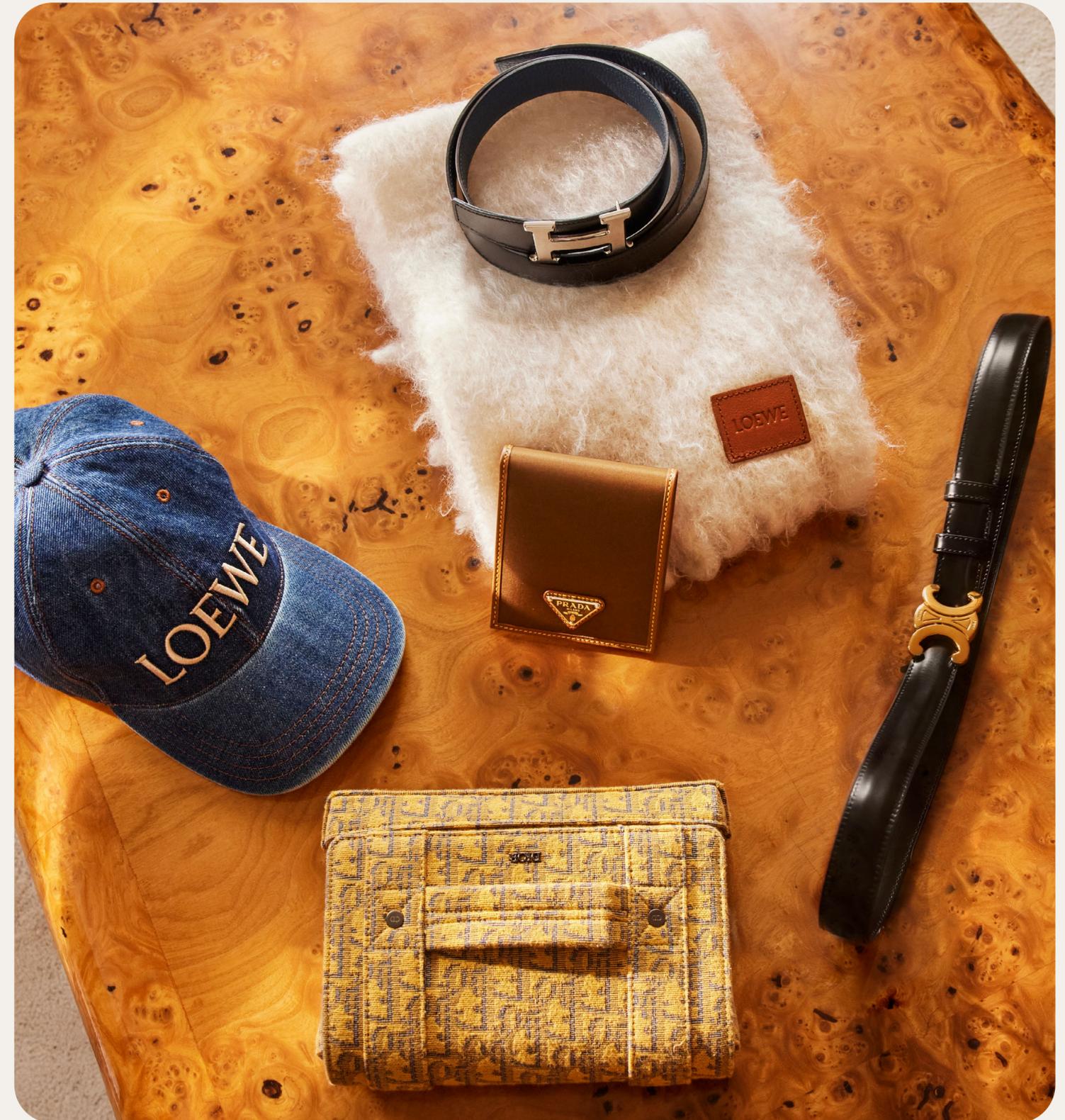
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# What's Inside

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.

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*\*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

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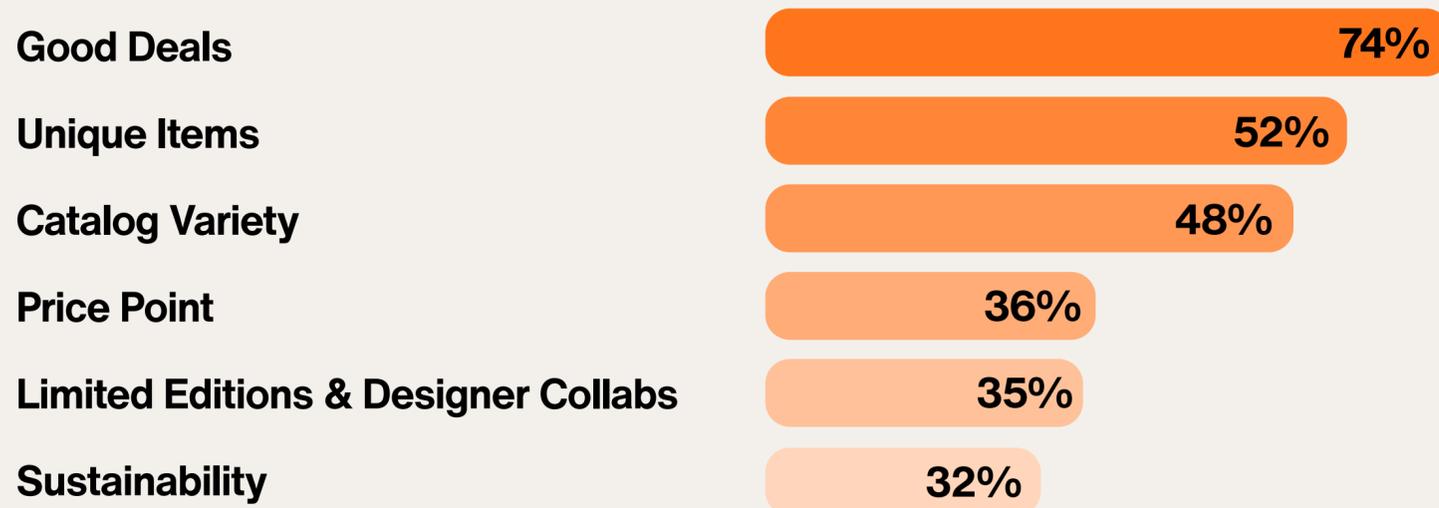


## 1 The Big Picture

# Behind Men's Resale Behaviors

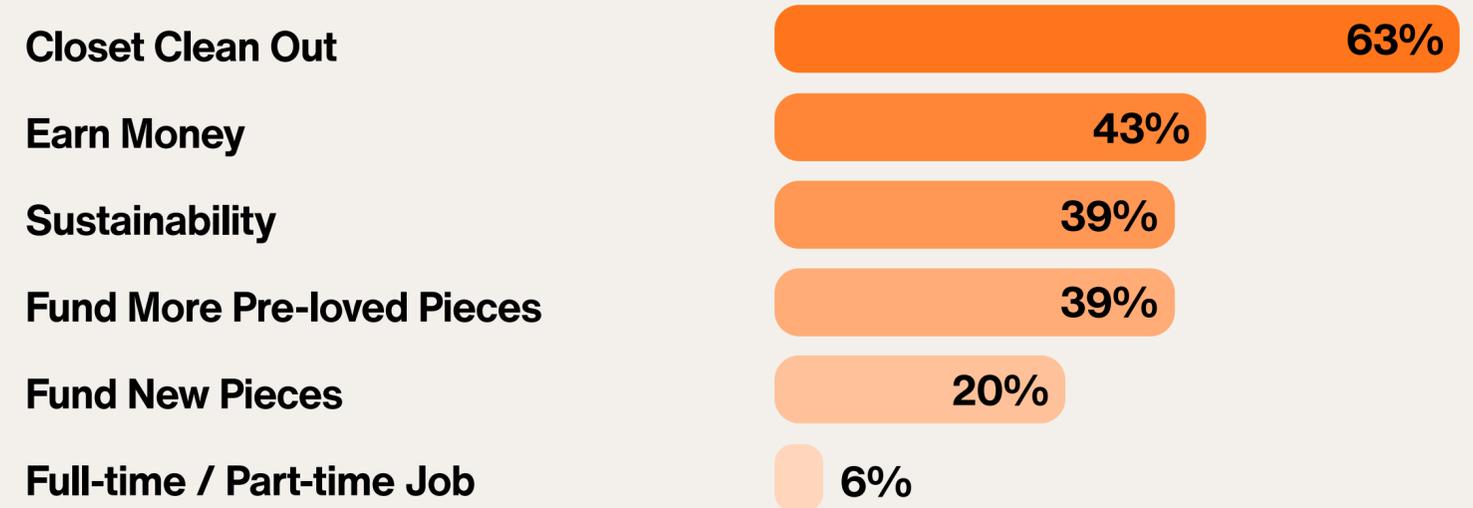
Value for money, finding unique pieces, and shopping sustainably are the key drivers behind our male customers' pre-loved purchases.

### Top reasons for buying\*



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.

### Top reasons for selling\*



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

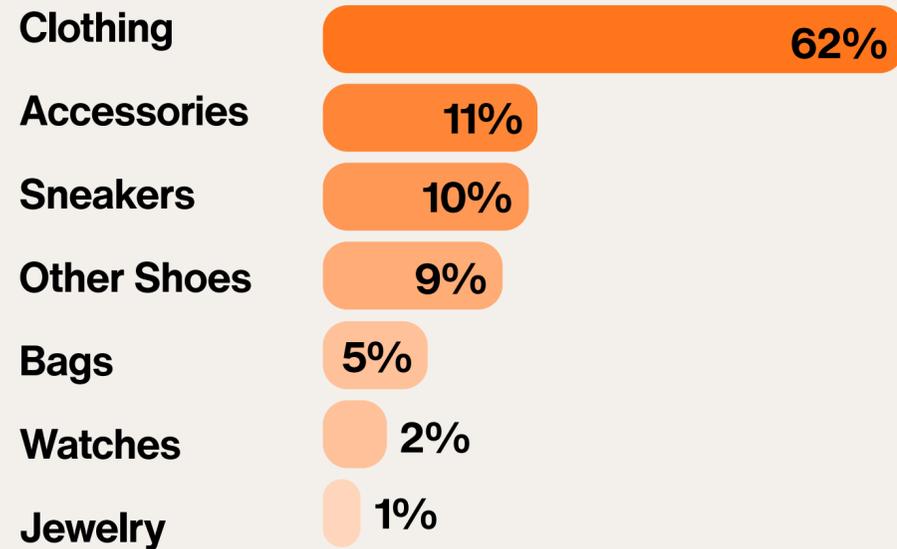
## 1 The Big Picture

# 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

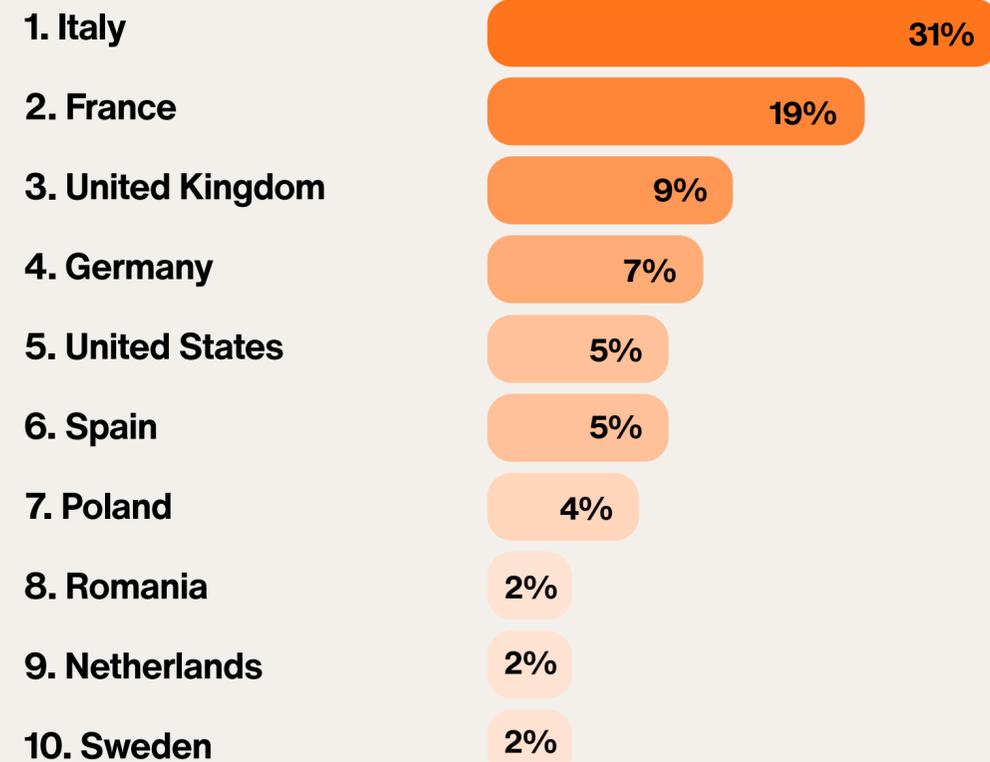
\*% of total menswear listings on the platform  
\*\*% of total men's items sold on the platform

## 1 The Big Picture

# The Global Style Exchange: Sellers by Region

## Top selling countries

% of total men's items listed



## 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**



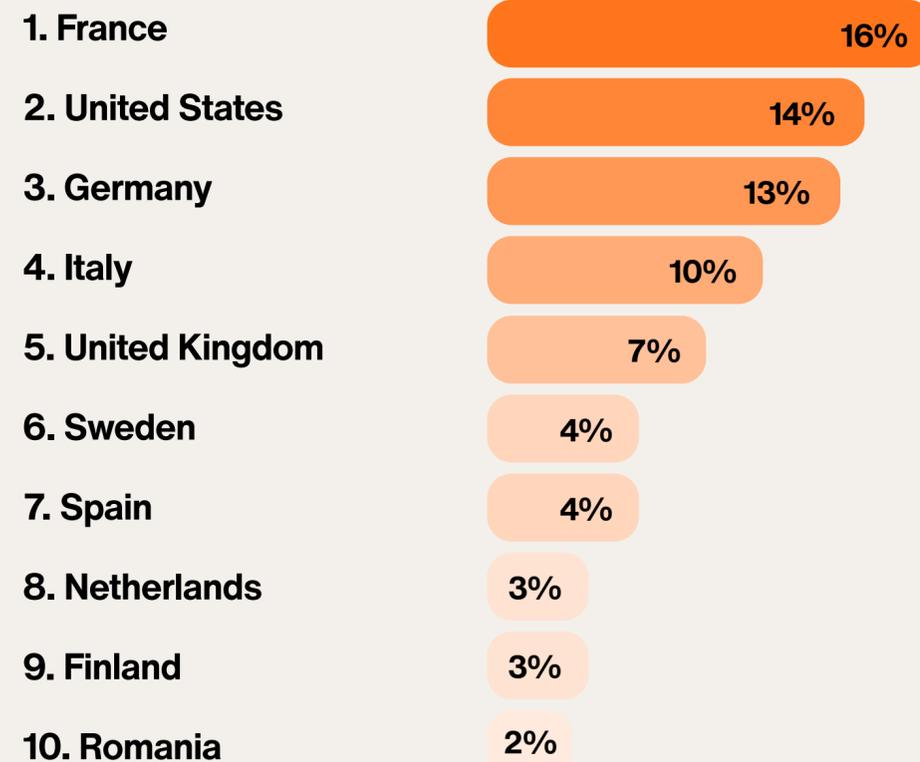
Source: Vestiaire Collective Internal - Data - Global  
Period: June 2024 - July 2025

## 1 The Big Picture

# The Global Style Exchange: Buyers by Region

## Top buying countries

% of total men's items sold



## 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**



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## 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



## 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



## 2 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**

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## 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

2 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

## ② 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

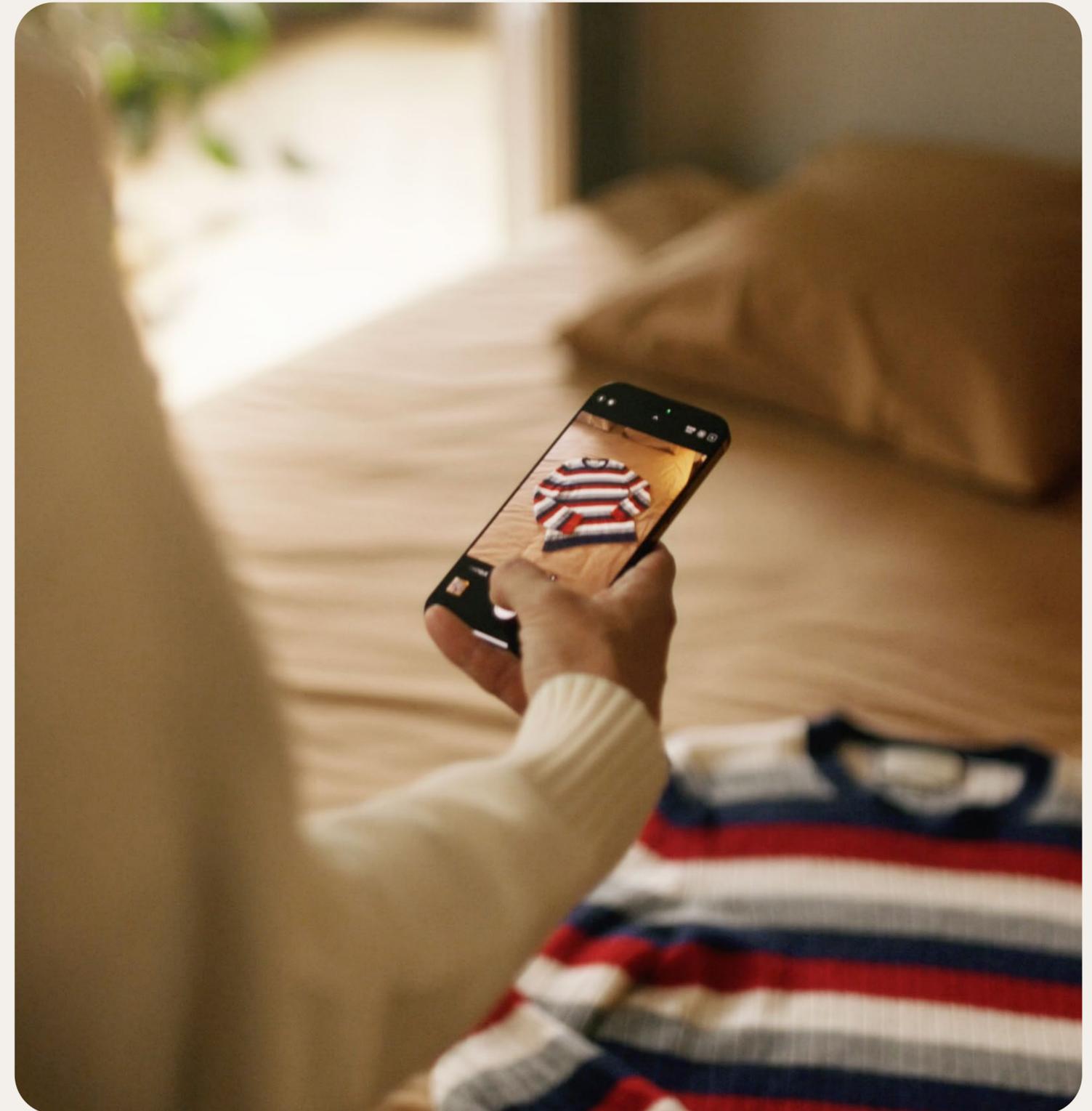
When consumers choose pre-loved luxury, it benefits the planet as well as their wallets.

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



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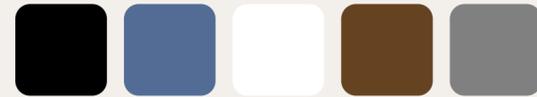


### 3 Decoding Men's Style

# Trending: Tones and Textures

## Most popular colors

Top selling colors by share of items sold:



## Most popular fabrics

Top selling materials by share of items sold:



## Colors on the rise

Trending colors by year-on-year growth:



## Fabrics on the rise

Trending materials by year-on-year growth:



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

### 3 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

## Most engaged-with models

Highest number of likes on our platform



**Tank Louis**  
*Cartier*

**Best Vintage Buy**



**Datejust**  
*Rolex*



**De Ville**  
*Omega*

**Most Timeless Style**



**Seamaster**  
*Omega*

**Best Statement Piece**



**Omega X**  
*Swatch*



**Nautilus**  
*Patek Philippe*

**Best Investment Piece**



**Formula 1**  
*Tag Heuer*



**Grip**  
*Gucci*

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

### 3 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).

**\$46,310**

#### 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.

**\$1,200**

#### 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.

**\$6,790**



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#### 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.

**\$305,680**

#### 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...

**\$27,300**

#### 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.

**\$42,610**

**4**

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#### 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, groundbreaking 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.

V.



## 4 About Us

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# Vestiaire Collective

September 2025

