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The Resale Report

 Shopfront



OVERVIEW

Want to know what's flying off the (digital) shelves right now? This is your go-to pulse check on resale trends in Australia & beyond.

Whether you're listing solo or running a team, this guide will help you:

- ✓ Spot what's trending
- ✓ Know what categories to lean into
- ✓ Understand what's driving buyer behaviour
- ✓ Get smarter (and faster) about selling

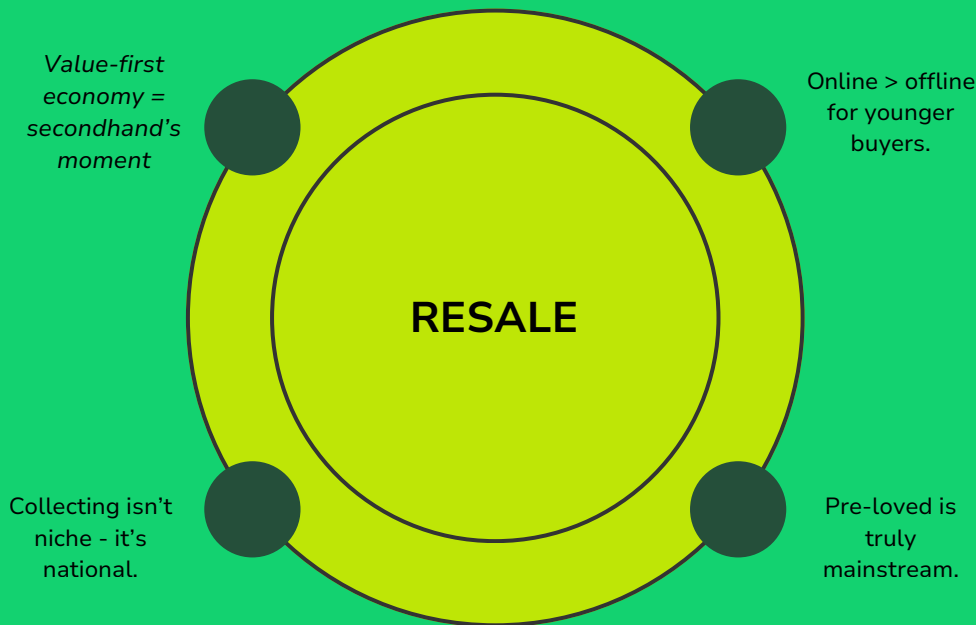
Made for casual and full-time resellers, charity shops & anyone flipping anything with intention. Let's go!

ABOUT US

We're an Australian startup (recognised by the [eBay Circular Fashion Fund in 2025](#)) building practical tools that help resellers list once, price right and sell everywhere - so more high-quality pieces stay in circulation.

Try it now for free: <https://shopfront.app/>

MARKET SNAPSHOT (GLOBAL + AUSTRALIA, 2025)



OVERVIEW

Value-first economy = secondhand's moment.

Australians are tightening their wallets - and they're turning to resale. In 2025, shoppers are actively shifting spend away from new and toward better-value secondhand fashion. Price clearly, offer bundles, and make it feel like a smart choice (because it is).

Online > offline for younger buyers.

Gen Z and Millennials favour online resale for ease, discovery, and style - and they want visuals to match. That means sharper photos, better titles, and friction-free cross-listing. (yes, we're looking at you, [Shopfront](#).)

Collecting isn't niche - it's national.

35% of Australian adults (≈7.6M) collect something - from pre-loved fashion to toys, records and trading cards - holding collections worth ≈A\$16.8B. Around 26% of collectors are into fashion. That's big.

Pre-loved is truly mainstream.

84% of Australians bought or sold secondhand in the past year. Over half say buying pre-loved is "in" for 2025 - and more say they'll do even more of it if economic conditions stay tight.



Contemporary Classics / Minimalist Renaissance

Think: cashmere, tailored wool, good denim - the "quiet luxury" of resale.

- Sell it like this: Emphasise quality and durability. Lead with fabric, fit and condition. Use real styling images (not just flat lays). Mention wear and care up front.
- Channel: Depop, eBay

TREND 01



Retro Sportswear

Nostalgia is currency. Athletic logos, 90s track jackets, windbreakers, and vintage fits.

- Sell it like this: Use fit photos, name the era or team, add "unisex" or "boxy" tags, bundle sets.
- Channel: Depop, Grailed, eBay

TREND 02



Indie Vanguard / Subcultures

Y2K, grunge, coquette, punk - niche aesthetic clusters with loyal fans.

- Sell it like this: Get specific. Tag the aesthetic and subculture. Use lead images that pop in colour and framing. Curate themed drops.
- Channel: Depop, Grailed

TREND 03



Fashion × Collectibles Crossovers

Authenticated designer, rare archive denim, merch/memorabilia.

- Sell it like this: Provenance matters - include details like serials, seasons, limited releases. Photograph well. Add bundle or drop logic.
- Channel: eBay, Grailed

TREND 04



CATEGORY CHEAT-SHEET

Here's what's moving - and how to make it shine.

♥ Pro Tip: Use Shopfront's built-in background remover + image enhancer to nail your lead images across platforms.

Category	Tips
Vintage Sportswear	Use clear team/era keywords, fit notes, and photos in natural light. Bundle jacket + pants.
Quiet-Luxury Staples	Call out fibre (e.g., "100% wool"), condition (e.g., "no pilling"), and fit. Use lifestyle shots.
Designer Bags + Premium Accessories	Include serials and close-ups of wear. Use structured pricing with comps.
Archive Denim + Utility Outerwear	Tag model codes, rise/inseam, fabric type. Show texture and fade details.

FAST PLAYS TO RUN THIS MONTH

These are the tactical moves real sellers are using right now to stand out and sell faster - whether they're solo listers or managing a resale team.

Batch Your Listings (Don't Trickle)

Listing daily sounds great - until life kicks in. Instead:

- Block 1 hour, upload all photos at once
- Use [Shopfront's AI](#) to automate listings in bulk
- Publish to all platforms at once
- → Result: You stay consistent without burnout.

Price for Speed - or Strategy

Set different goals per item:

- Want it gone fast? Price below average
- Want max margin? Anchor to top end

> Use [Shopfront's pricing insights](#) and tooling to match strategy with data (and avoid second-guessing yourself).

Use Photos That Pop

Natural light > ring light. Fit shots > flat lays.

- Try Shopfront's background remover to make your lead image crisp
- Use fabric close-ups to show quality
- Add movement (a hem swish, a hand shot, a stack)

Curate a Micro-Drop

Selling 5+ pieces in one aesthetic? Brand it.

- "Modern Prep", "Soft Workwear", "90s Clubcore"
- Drop it on socials with a Shopfront crosspost
- Use highlight covers or a landing page to group them

PLATFORM SPOTLIGHTS: WHAT'S WORKING WHERE



📌 Depop (Gen Z Discovery Engine)

What's moving:

- Y2K, indie sleaze, coquette, statement pieces
- Reworked or unique DIYs
- “Drop” formats with aesthetic curation

What to try:

- Clear aesthetic tags + trends (“mall goth”, “90s baby”, “it girl”)
- Modelled photos or flat lays with colour pop
- Reply quickly. Depop rewards engagement.



📌 eBay (High-Intent Search Machine)

What's moving:

- Authentic designer, collectibles, archive workwear
- Bundled basics, branded staples (e.g. Nike tees)
- Techwear, sneakers, and seasonal gear

What to try:

- Be keyword heavy (“Nike ACG 2002 men’s XL brown utility jacket”)
- Use all photo slots
- Pricing matters: Offer ranges or bundles to increase AOV



📌 Grailed (Menswear Enthusiasts + Subculture)

What's moving:

- Designer archive, rare denim, techwear
- Niche brands and Japan-only drops
- Distinctive pieces with provenance

What to try:

- List the brand, line, season, and size tags
- Add “Styling notes” (how it fits, why it's cool)
- Crosslist to other platforms for volume, but keep Grailed clean



WHAT BUYERS ARE THINKING

Resale buyers in 2025 are informed, intentional and expecting more than just a blurry pic.

- ✓ **They want the vibe + the value.** Yes, they're saving money. But they also want aesthetic alignment, self-expression, and cool points. Great styling = faster sales.
- ✓ **They expect clean listings. That means:**
 - Clear titles (brand + style + colour + size)
 - Realistic, accurate photos with transparent condition notes
 - Smart pricing, ideally based on comps (you can use [Shopfront's](#) pricing insights tool to find similar live comparison items)
- ✓ **They browse with intent. No one's buying just to browse anymore.**
 - Use bundles, targeted hashtags, and multiple angles to help buyers feel confident in your listing.
- ✓ **They judge fast. 3 seconds on your cover photo is all you get.**
 - Use Shopfront's background remover + photo tools to make your first image punch.



For Charities & Not-for-Profits

If you're managing excess inventory, rotating samples, or handling resale at scale - this section is for you.

Common struggles:

- Volunteer turnover = inconsistent listings
- Items pile up unlisted
- No clear inventory view
- Manual uploads slow the team down

Try this instead:

- Bulk upload via 200+ photos with [Shopfront](#) and we'll turn them into done-for-you listings
- Assign roles (lister, editor, admin) to volunteers
- Use Shopfront to track your products in one place
- Auto-clean images for faster publishing

💡 **SPEED MATTERS. CHARITY STOCK SELLS FASTER WHEN PHOTOS ARE CRISP AND LISTINGS ARE SIMPLE.**



For Boutiques & Archivers

The goal? Turn backroom stock into revenue - without draining your team's time.

What works:

- List items once, sync to all resale platforms for more reach, manage from one place!
- Schedule drops to avoid overwhelming your store
- Use [Shopfront's](#) AI listing tool and pricing insights to automate 50+ items in one sitting

♥ **LEAN INTO STORYTELLING. ARCHIVE JACKETS AND RARE DENIM MOVE FASTER WHEN PAIRED WITH BACKSTORY + PROVENANCE.**

WHAT THIS MEANS FOR RESELLERS (YOUR PLAYBOOK)

You don't need to be everywhere. You need to be intentional.
Here's your quick-hit checklist for Q4 2025:

- **List in batches** - use bulk-upload to save time (200+ photos is auto-categorised and turns into separate done-for-you listings)
- **Use AI tools** - for pricing, titles, and formatting
- **Crosspost everywhere** - with one, clear dashboard
- **Make photos scroll-stopping** - clear, crisp, and styled
- **Tag the moment** - use trending keywords (Y2K, archive, quiet luxury)
- **Bundle smartly** - increase AOV with 2-for or set listings
- **Track what's moving** - use recently sold data insights
- **Don't ghost your pile** - 10 items listed > 100 in limbo

♥ Use Shopfront to list more, stress less, and sell smarter - on your terms.

FINAL THOUGHTS

Why resale is having a moment.

The secondhand fashion boom isn't a trend - it's a full-blown shift. From buyers chasing uniqueness and sustainability, to economic pressure turning side hustles into survival tools - resale has gone from fringe to fundamental.

Quick Context:

- 1 in 3 Australians say they've bought something secondhand in the last 12 months.
- Gen Z are driving it - 65% prefer secondhand to new, per Depop.
- Resale is forecast to outpace fast fashion by 2028.
- Australia's resale market is tipped to reach \$9.5B by 2027.

This guide helps you tap into the data without the jargon - so you can focus on what works.

ABOUT US

We're a tool built for sellers. Whether you're listing from your bedroom, a warehouse, or a charity floor - we've got your back. Circular fashion isn't just good for the planet. It's good for your wallet, your style, and your time.

We built [Shopfront](#) to make it all easier - and more sustainable (pun fully intended).

- Less admin
- Smarter tools
- Happier listing days

Try it now for free: <https://shopfront.app/>

And this guide? It's yours - to use, share, and build from.

♥ Built by sellers. Backed by circular believers.
- Team Shopfront

For inquiries & collaborations:
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