

fashion selling guide

what's hot, trendy, seasonal and popular

Check out this easy-to-follow guide on what's selling when and how you can get in on the action with items you own, or in some cases, may not even know you have.

Data provided by



your guide to seasonal selling

CHECK INSIDE FOR:

- SEASONAL SELLERS
- YEAR-ROUND TOP TEN SELLERS.
- BRANDS IN DEMAND
- FASHION TREND SPOTTING
- FASHION SELLING TIPS

You've sold some items and made a little cash—and caught the itch to sell more. But now what? How do you know what to sell and when?

Great news! eBay has done the research so you don't have to.

Clothing, Shoes and Accessories is one of our most popular categories. Buyers love fashion, and items in this category sell well consistently—for both men and women.

Plus, children outgrow their clothes quickly, so smart parents come to eBay each season to find new and gently-used kids' clothes to fill out their wardrobes.

Maybe you received a gift of a shirt or dress that simply wasn't your style, or an adorable children's outfit that's brand-new or worn a few times; eBay is the solution for all your selling needs.

Don't regift... resell!

SELLING'S IN SEASON

There are definitely prime times to list certain items.

Unless it's an item that sells year-round, buyers will look for different things depending on the season.

Think buyers shop for swimsuits in spring to gear up for summer? Think again. Summer swimwear actually sells well into June and July.

Take the guesswork out of listing with our seasons at-a-glance.

SPRING & SUMMER

Spring and summer boast lots of gift-giving holidays including Mother's Day, Father's Day and Easter. Cash in on college basketball memorabilia opportunities and the chance to sell shades and clothing to suit up buyers for the summer rays.

MARCH:

NCAA basketball team sports apparel and memorabilia are a slam dunk this month.

- Demand for Women's Tops & Blouses peaks.
- Bridal Accessories are in demand
- Adult Uniforms sell well



APRIL:

Sell those just-right gifts in April for **Mother's Day** in May.

- Handbags and Wallets— especially brand names.
- Cashmere Scarves & Wraps.
- Tops & Blouses.

MAY:

Sell items in May for **Father's Day** in June.

 It's not all about Ties anymore—think Shirts, Pants & Athletic Apparel.



JUNE:

Women's Swimwear sells best in June, though it's a strong seller starting in February through late July.

 Demand for Women's Tops & Blouses peaks again.





MARCH-JUNE: SUMMER'S AHEAD

- March kicks off women's summer clothing season. It goes strong through April and May, and doesn't slow down until late June.
- Sales of men's and childrens' summer clothing start to climb now.
- Dresses peak near Easter Sunday, in March or April.
- Sunglasses sell surprisingly well for men and women from March through June.
- Swimwear is popular throughout this period, especially women's. Look for peaks in June and July.

JULY:

Men's Swimwear sells best in July, though it's selling well from March through June.



AUGUST:

Back to school stuff is popular. Backpacks and Bookbags, Children's Clothes, and School Uniforms.



FALL & WINTER

Back-to-class means a cool backpack and a stylish first-day outfit or uniform. Fall hosts Halloween, so costume sales spike. And just as the sugar-high wears off, the holiday festivities are upon us. Holiday cheer starts earlier every year, so be ready for the winter shoppers who chime in on holiday buying before the rush. Then share the love in the New Year with ideas for Valentine's Day.

SEPTEMBER:

Back-to-school stuff is still popular, such as Backpacks & Bookbags, Children's Clothing, and School Uniforms.



OCTOBER:

Halloween is a BIG eBay holiday! The number of Costumes sold is very high. But it doesn't stop with traditional Costumes. There's a growing October trend in the sales of Costume Accessories, Reenactment Attire, Wigs, and Uniforms. Search your closets for anything that could pass as a Costume or Costume Accessory, and sell it this month.

- Children's Clothing and Shoes are top sellers. Baby & Toddler Boys Clothing spikes up sharply in October, as well as Girls' Shoes for babies and children.
- Holiday season ahead! With the biggest selling season approaching—the holidays it's a great time to start thinking about what you'll sell for Christmas gift buyers.

HOLIDAYS: NOVEMBER & DECEMBER:

Winter is the season for outerwear.

Women's & Men's Coats & Jackets

Women's & Men's Coats & Jackets sell briskly.

- What to get the guy on your list?
 Men's Shirts is by far one of the
 most popular items sold at
 Christmas time.
- Holiday parties and family gatherings usually mean a spike in the sale of Dress-up Clothes for men, women and children.
- Handbags are always popular gifts for the ladies.



CHECK THE EBAY SITE FOR OUR ANNUAL HOLIDAY HOTLIST

JANUARY & FEBRUARY:

Sell that holiday gift you received and then go buy yourself that thing you really wanted. eBay is full of gifts that keep on giving.

- How do I love thee? Let me count the sales. Wedding dresses boom as bridal planning begins.
- Jeans: Always In Season.
 Jeans & denim are eBay favorites all year long but sell especially well in these months.
- It's a big month for Girls Clothing; Newborn-5T.
- Valentine's Day and Women's Intimates peak this month.



Some items are always in high demand, regardless of the time of year.

Here are some perennial sellers, new or gently-worn — find them in your closet and list them throughout the year.

YEAR-ROUND TOP TEN

women's shoes

Many types of shoes sell from \$5-\$25 Sought after brands can get over \$600!





Sought after brands can get up to \$3,500!





can get up to \$4,275!



children's clothes, boys & girls

Many types of kids clothes sell from \$1-\$25. Sought after brands can get up to \$280!











GET TOP DOLLAR WITH SOUGHT-AFTER BRANDS

Earn a pretty penny selling brands that are in high demand. Cash in on all those gorgeous, expensive outfits you bought for that "one special occasion." Check your closets for these popular labels that could yield an impressive windfall.

BRANDS IN DEMAND: CLOTHING AND ACCESSORIES

FOR WOMEN:

American Eagle

Banana Republic

Abercrombie

Look to see if you've got any of these lucky labels to sell.

Bebe

Burberry

Ed Hardy

Forever 21

Free People

Guess

FOR MEN:

American Eagle Abercrombie Burberry Diesel

Dolce et Gabbana Ed Hardy Gucci

Harley Davidson Hollister Lacoste

Rock and Republic True Religion Hollister Juicy Couture Lacoste

Lululemon Romper True Religion

FOR KIDS:

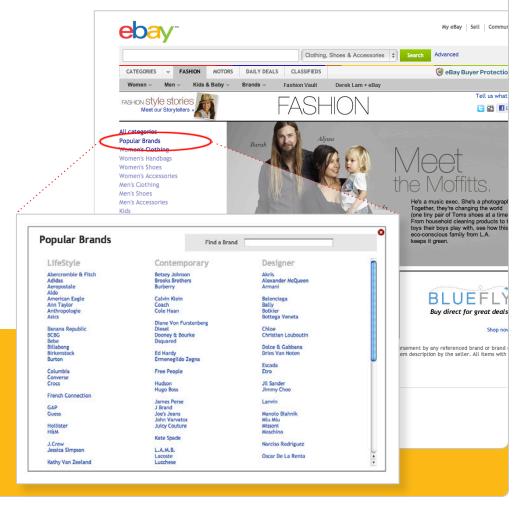
Burberry
Gap
Gymboree
Janie & Jack
Juicy Couture
Justice
Mini Boden

Under Armour

FASHION TREND SPOTTING

Keep up with shifts in demand. Just as the seasons change, so do fashion trends. Don't forget eBay is a dynamic marketplace. Keep your finger on the pulse of brand popularity on the eBay site.

Just go to Fashion and click on Popular Brands.



GOLDMINE CATEGORIES AND BRANDS

Cash in by selling in these categories that are always in high demand on eBay. Plus, if you have any brand items in these top-performing categories you could see extraordinary returns.

SHOES WISELY



BRANDS IN DEMAND:

Tory Burch

Ugg

For women: For men: Coach Adidas Cole Haan Cole Haan Converse Converse Crocs New Balance Nike Gap Guess Sold! Nike Air Nike Yeezy's—pre-owned Nine West \$1,105,00** Prada Prada Steve Madden

> Puma Vans

For boys: For airls: Adidas Converse Converse Crocs Crocs Gymboree Jordan Keen Keen Nike Nike Puma Puma Sketchers Sketchers Ugg

HANDBAGS HOLD THE MONEY

Handbags is one of eBay's most popular and ever-growing categories. From the tiniest clutches to the large 'everything-fits-in-it' carry-alls—handbags sell. While many used purses sell in the \$20–\$70 range, some rare vintage French or Italian high-end handbags have brought in thousands of dollars!

BRANDS IN DEMAND:

Marc Jacobs

Burberry Omega
Coach Tory Burch
Dooney & Burke
Guess
Juicy Couture
Kate Spade

Omega
Tory Burch
Tote \$405.00**



Vera Bradley

SUNGLASSES SHINE



Popular brands can yield premium prices. Sell the right shades and the future of your wallet will look brighter.

BRANDS IN DEMAND:

For women:	For men:
Betsy Johnson	Burberry
Brighton	Diesel
Chloe	Lacoste
Coach	Marc Jacobs
Diesel	Oakley
Juicy Couture	Ray Ban
Kate Spade	Versace
Michael Kors	



SELL GOOD JEANS

You could be sitting on a gold mine—literally. Check out these brands of jeans and denim and see if there's treasure hiding right under your seat... or in your closet. Some coveted brand names can sell for \$200-\$300 and a surprising number of vintage styles sell in the thousands.

BRANDS IN DEMAND:

For women:	
American Eagle	
Fossil	
Hollister	
Miss Me	
Silver	

For men:
American Eagle
Armani

Levis

Sold! Vintage Levis 501 Jeans \$1,240.00**

True Religion



^{**} Prices shown reflect actual sold prices for specific unique items in demand on a specific day.

Results are not typical and actual sales prices may vary. No representation is made that a particular item will sell.

GET SELLING

Now that you know what's selling and when to list, you're ready to turn these trends into cash. It's time to search your closets and get listing.

Here are four tips to help you sell successfully.

TIP #1: Price it right to sell

You could have unexpected treasures right in your closet. Find out what it's worth—quickly and easily—right on eBay.

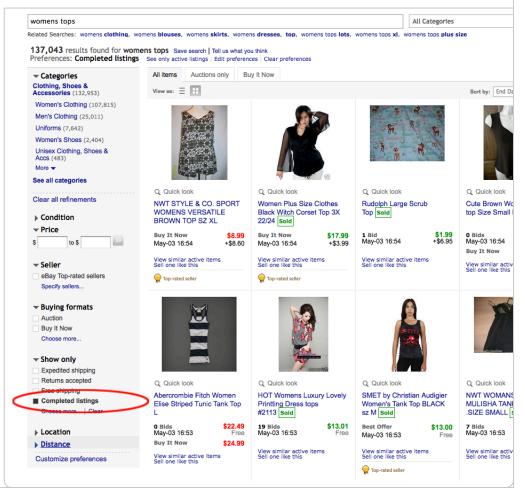
See what similar items sold for and the prices
of items that didn't sell this way; Search for
items like yours, then look on the left column for
Show only and check Completed Listings.

Learn more about how to use this info in about 3 minutes with our new demo, Researching the Marketplace.

You'll also see which listing category, title keywords, photos and descriptions made a successful sale.

 Another option is to do a quick search in What's it worth? (from Terapeak) found on the Sell page. For the best results, be very descriptive. For example, type in "infant girl dress size XS," as opposed to "baby clothes."





GET SELLING



TIP #2: Shoot for picture perfect—tips for photographing your fashion items

In addition to item specifics, buyers depend on photos to evaluate an item's size, fit, quality, condition, shape, and style, and should be able to make purchase decisions based on the photos alone. A great photo can be enough to sell your item on the spot, but a poorly photographed item can send a potential buyer packing. Here are some photography tips to put your items in the best light:

- Clean and wipe down your item, especially if it's shiny. Clean items photograph better. Iron or steam your fabric items to eliminate wrinkles.
- **Use good lighting.** Whenever possible, shoot your items in daylight. Otherwise, desk lamps that clip onto chairs or table tops are a good, inexpensive option. Learn more quick tips in this 2-minute video; **How to take better photos—layout and lighting.**
- Use a quality camera. You don't need a professional-grade camera, but if you plan to sell often, consider investing in a 4 megapixel or higher digital camera. Check photos as you go to make sure none are blurry.
- **Model.** Ask someone to photograph you, or find a friend who'll model the items while you take the pictures.
- Think about backdrop. Avoid busy or cluttered backgrounds. Create a white, black, or gray backdrop using clean paper or fabric.
- Take big pictures and lots of them. 1,000 pixels or more will give your buyers a clear picture of your item.
- Take a "hero shot," (the main photo), as well as additional supportive photos. The more
 detail you can show, the more confident your buyer will be. Take close-ups to show
 pattern and texture, or a distinguishing feature and, when appropriate, take photos of
 the front, back, and side of your item.
- Fill the frame. An item needs to be as prominent as possible within the frame to give a sense of the whole item. If you didn't get it quite right, you can crop the photo tightly using a photo editor.

GET SELLING

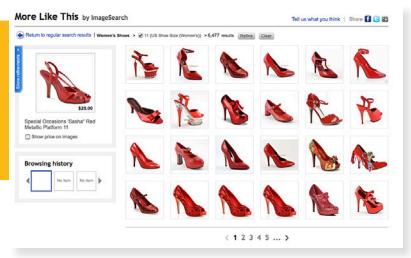
TIP #3: Make it easy for shoppers to browse and find your items fast

Buyers love to browse when shopping for Fashion—that's half the fun! We've made it easier for them to see the breadth of selection eBay offers so they can find what they're looking for quickly. Be sure to enter all of the required item specifics information in your listings (Brand, Style, Color, Size Type and Size) and take advantage of this visibility-booster.

Get in on the "More Like This" browsing experience

We continue to make the browsing experience better for buyers who wish to see lots of similar items (Condition, Brand, Size, Color, Price) all at once. This is an example for how your item can appear in a group to a potential buyer.

Buyers are able to look at their "More Like This" search results by item specifics such as:
Condition, Brand, Size, Size Type, Style, Color, and Price—as long as you've specified them in your listing.



TIP #4: Save "lots" of time with wholesale Lots

If you have closets full of outgrown clothing but no time to list each one, **consider selling them in lots of matching sizes.**Moms, especially, are looking for deals on a variety of outfits for their little darlings, hubby or themselves. Buying a Lot saves them—and you—time. For example, list Lots of Petites and Plus sizes, Athletic Apparel & Children's Shoes.

Business sellers also love to buy Lots to resell them. Similar styles in different sizes sell well also—like vintage clothing, uniforms, bags and totes.

EBAY WANTS TO BE I YOUR PARTNER IN FASHION SELLING.

Stay one step ahead by knowing what to list and when. List the right items at the right time and show them off in the best way and you'll give yourself a great chance at success.

HAVE FUN WITH FASHION AND GET SELLING TODAY!

Pull Cash from Your Closet:

Terapeak makes it simple.



If you love to shop, you probably have a closet full of castoffs that could be someone else's treasures.

Putting your old clothes on eBay is a no brainer, but to sell successfully, you need to know what to sell, how much your items are worth and how to sell them.

Terapeak is software that looks at the results of past eBay sales to find out what your items are worth. We're an eBay Certified Provider, and eBay recommends us to help you find the real value of what's in your closet.

How terapeak helps you sell more on eBay.

What are my clothes worth? Terapeak gives you the average price that previous items have sold for, so you'll know what kind of profit to expect

How do I sell the stuff that's in my closet? We show you the best time to list, the best features to use, and all the techniques that top sellers use to be successful.

How do I know what will sell? We offer 365 days worth of past sold listings to browse through. We can show you which items sell well at certain times of the year, and what's hot right now—so you can use past research to spot trends, and sell what's fashionable—for maximum profit.

Terapeak helps you sell for more: It's as simple as that.

For more information, visit www.terapeak.com and learn more about how our seller tools can help you.



Our iPhone app lets you price your items on the go.



ADDITIONAL ONLINE RESOURCES

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http://fashion.ebay.com/

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http://sell.ebay.com/sell

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2-minute video:

How to take better photos-layout and lighting

http://pages.ebay.com/sellerinformation/howtosell/videosforbeginners.html

