

Sell more. Stress less.



optiseller



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About Us

- Over **18 years'** operating in e-commerce with **80+** staff worldwide.
- **1.1bn** products analysed to date.
- Behind the launch and growth of **1,200+** e-commerce stores.
- **70m+** global listings reviewed every week.
- **54K+** users and counting.
- A team who have worked and sold across a range of marketplaces.
- Strategic global partner for eBay since 2011.
- Our aim - to make it easy for online sellers to build profitable businesses that match the scale of their ambition, regardless of their size, shape or industry.

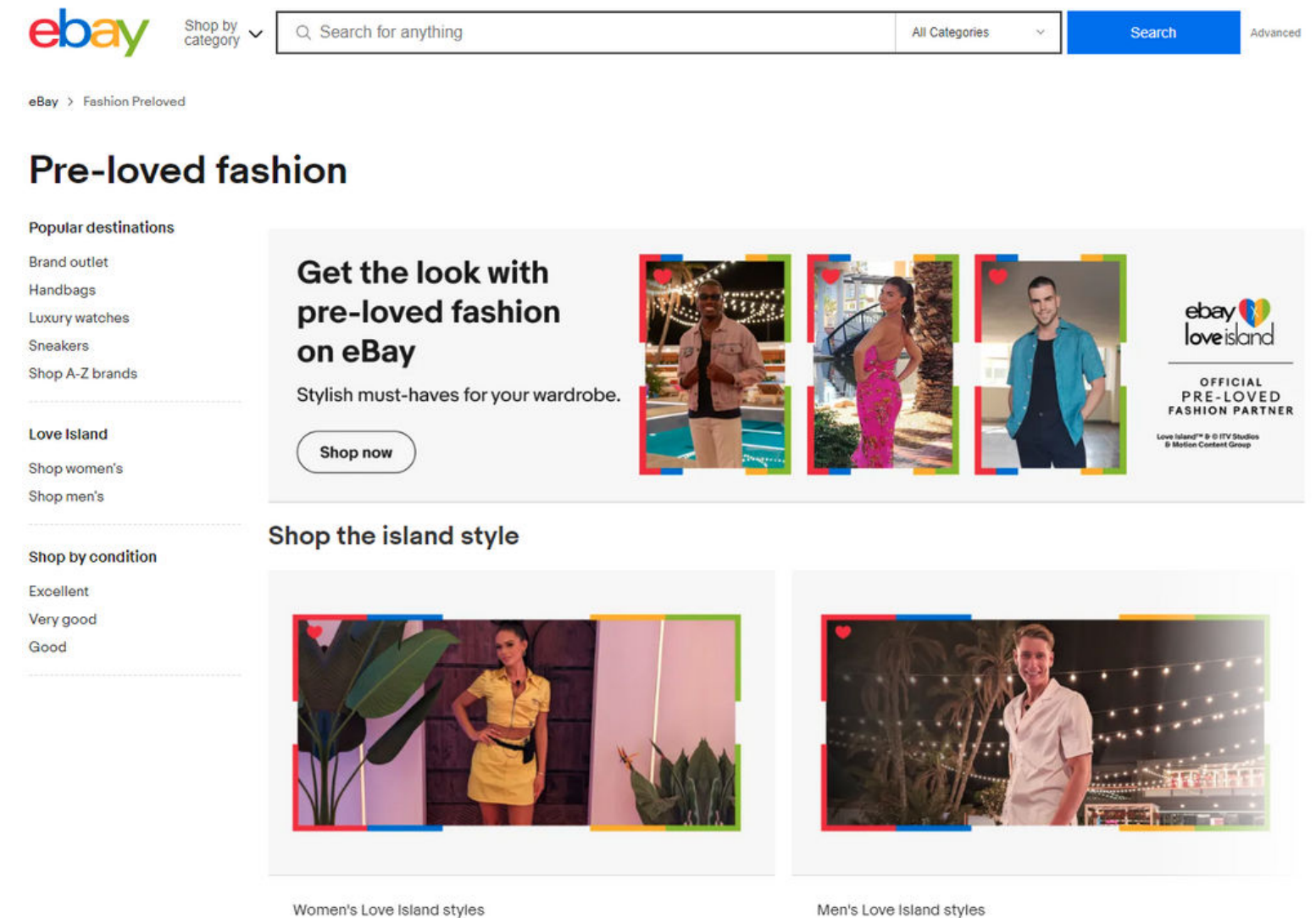
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**"Sustainability and
Fashion through
circular economy in
marketplaces"**

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The eBay and Love Island partnership

- In the summer of 2022 Love Island partnered with eBay in a strong move away from fast fashion.
- Love Island has the public in a chokehold every year.
- To have had such an impact on the world of marketplace selling has to be its most impressive move yet.



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Total Listings

- We gathered data from selected fashion stores on eBay UK who have listed some of Love Island's most loved brands, and similar, brands.
- Women have more high street brands at their disposal, which makes sense given the coming and going of trends in women's fashion, whereas men's trends are less fleeting.
- Women's fashion had more stores by far with **21.9K** stores listing used clothing in the brands assessed.
- In contrast Men's fashion had far fewer at **15.2K**.
- Out of **37K+** stores **59%** are Women's fashion and **41%** Men's fashion
- We found a huge difference in average prices for pre-loved listings with women's sitting at **£12.53** and **£25.02** for Men's fashion.
- Women are also snapping up items quicker, the average listing age for clothing in the women's category is **37.27** days versus **38.43** days for men.



50%

more listings for women's pre-loved clothing than men's



Based on Optiseller data sample and findings from eBay UK data

The Love Island Effect

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- By examining the live listings on **28th of March**, for example, we can see what listing behaviours were like before the partnership announcement. By comparing this to the **30th of May**, just over a week after the announcement of eBay and Love Island's partnership, there was a **990%** increase in the number of live listings.
- In the space of **3 months**, listing numbers for pre-loved fashion increased exponentially, again taking the 28th of March- before the collaboration with Love Island, then comparing with the **27th of June**- with Love Island in full swing, there was an increase in live listings in these weeks by a massive **1026%**.



Based on Optiseller data sample and findings from eBay UK data

A Blossoming Relationship

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- With Love Island in full swing for the winter series, eyes are on what the cast are wearing!
- When cast members leave Love Island they have traditionally gone on to sign with the likes of Boohoo and other fast fashion brands.
- This year Tasha Ghouri instead partnered with eBay where users can bid on her pre-loved wardrobe with proceeds going to charity.
- eBay is the original pre-loved marketplace and is blossoming with this relationship.

Bid on Tasha Ghouri's pre-loved wardrobe

100% of proceeds are donated to the DeafKidz charity.

[Bid now](#)

DeafKidz International is a UK Registered Charity (No. 1151219)



What's next in ecommerce?

- Consumer opinions have changed over the last few years with more and more turning toward sustainability.
- From Zara, to Jimmy Choo and Christian Louboutin back to New Look and Next the circular fashion trend is here to stay!
- On demand shopping decreases - online shopping is expected to stay at it's peak.
- Conscious consumerism to increase with customers becoming more aware of the environmental impacts.
- The "need it now" model will be replaced with green habits.
- Slower deliveries and collection/pick up options will increase.
- More sellers using marketplaces to increase sales
- With the current cost of living crisis, we predict a growth in sellers/buyers joining the platform, looking to make extra money by selling goods online.
- We expect that sellers in the larger business category will increase as they seek extra income streams too.

The Stages of a Seller Cycle

Co-Piloted by Optiseller



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Let's get started

We're ready to co-pilot every step of your journey.

Get in touch



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Get social



Get reassurance

Don't take our word for it.

See how we help companies grow their sales on eBay by up to 740%.

Yep, you heard us right, 740%.

[View case studies](#)



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