



## Show Notes | S2 Ep11 | Resale Retail Boom

### INTRODUCTION

Two of the current trends in our post-pandemic world that are driving the resale/reclaim/recycle retail boom are inflation and sustainability. These two trends warrant a deep dive individually, but how they are impacting and helping to drive the resale retail boom is worthy of inquiry.

Martin Peers briefing for The Information highlighted Rent the Runway's recent performance – and I quote, “The company reported 91% growth in revenue for its fiscal fourth quarter ending in January, and projected a similar rate of growth for the first quarter. The main reason is that people are partying again—and finally returning to the office.”

I'd add that their customers are on the front line of sustainability.

Cristene shared very relevant data points from her recently published report, “Balancing Sustainability and Profitability” for IBM Institute for Business Value.

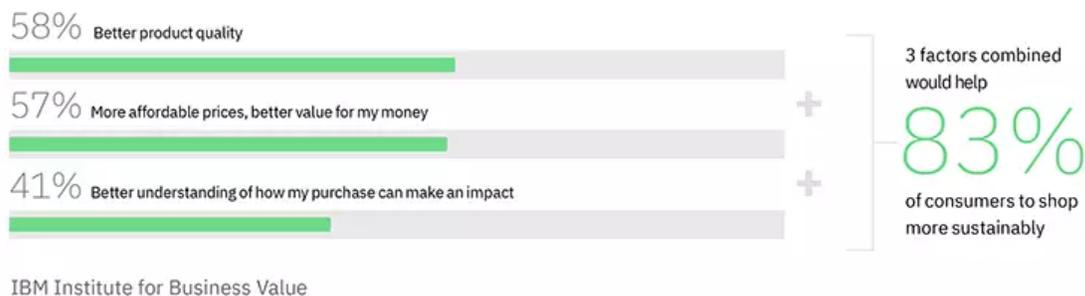
### RESEARCH AND LINKS

The Information

- <https://www.theinformation.com/>

Balancing Sustainability and Profitability, IBM Institute for Business Value

- <https://www.ibm.com/thought-leadership/institute-business-value/report/2022-sustainability-consumer-research>



Lululemon Like New

- <https://shop.lululemon.com/story/like-new>

2<sup>nd</sup> Hand Clothing Boom

- <https://www.harpersbazaar.com/uk/fashion/fashion-news/a36810362/secondhand-clothing-boom/>

Shoppers are Buying from Resale Retailers More Than Ever – Here's Why

- <https://www.cnbc.com/2021/11/28/shoppers-are-buying-from-resale-retailers-more-than-ever-heres-why.html>

The Rise of Thrift Stores

- <https://www.axios.com/rise-of-thrift-stores-secondhand-fashion-gen-z-519dd44a-1ff7-402e-9025-8eb3551be703.html>

Ellen MacArthur Foundation - systems diagram of the Circular Economy



- <https://www.epa.gov/system/files/images/2021-11/ellen-macarthur-foundation-graphic.png>  
Inflation Is About to Come Down — but Don't Get Too Excited (paywall)
- <https://www.nytimes.com/2022/04/12/opinion/inflation-consumer-prices.html?smid=url-share>  
Great Places to Work (Forbes)
- <https://www.greatplacetowork.com/best-workplaces/100-best/2022>

## CONCLUSION

The resale market is alive and well, which is such a great barometer for the Circular Economy.

Thank you for listening. Please share your comments. And let's go thrift shopping!

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