

RETAIL

EBay bringing shoppable resale runway show to NYC, London

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Viewers in the U.S. and U.K. will be able to shop archival pieces from top designers via eBay Live exclusively during NYFW and LFW next month. Image courtesy of eBay

By LUXURY DAILY NEWS SERVICE

Online retail platform eBay is creating a buzz in the name of circularity, inaugurating a concept it is calling “Pre-Loved Fashion Week.”

The company is producing a shoppable runway presentation in partnership with the Council of Fashion Designers of America and the British Fashion Council, launching the events this September. Happening ahead of official New York Fashion Week (NYFW) and London Fashion Week (LFW) shows for the spring/summer 2025 season, viewers in the U.S. and U.K. will be able to snag past-collection items and archival pieces from top designers via the reseller’s eBay Live platform exclusively.

“eBay has been a driving force in promoting more sustainable fashion,” said Kirsty Keoghan, GM of fashion at eBay, in a statement.

“With the launch of Pre-Loved Fashion Week, we’re showing up on fashion’s biggest stage and demonstrating that authentic designer fashion doesn’t have to be out of reach.”

Endless Runway

The East Coast arm of eBay’s Endless Runway event will be broadcast on Sept. 5, 2024, at noon ET.

Curated and styled by American model and content creator Wisdom Kaye, American fashion writer and Vogue contributor Liana Satenstein will host the U.S. livestream alongside eBay’s preloved style director Amy Bannerman.

“Working with eBay to bring Endless Runway to life has been so creatively rewarding,” said Mr. Kaye, in a statement.

“When I style my own outfits, the goal is always to break through conformity, to create something that’s totally one-of-a-kind and choosing pre-loved gives me limitless possibilities,” he said. “Plus, it’s the most sustainable way to actually own the designer items you love but feel unattainable.”



The U.S. arm of Endless Runway is curated and styled by American model and content creator Wisdom Kaye. Image courtesy of eBay

Across the pond, British model Leomie Anderson will take to the mic on Sept. 12, 2024, at 6 p.m. BST.

"As we celebrate 40 years of London Fashion Week, we are excited to partner with eBay to showcase the incredible British brands and designers that have played such an important part of London Fashion Week over the past four decades," said Caroline Rush, CEO of the British Fashion Council, in a statement.

"The Endless Runway catwalk will bring new life to archival pieces while making fashion week accessible to a wider audience and empowering consumers to prioritize sustainable and circular fashion choices."

Daily drops enhance the Endless Runway activations. Next month, from Sept. 5 to Sept. 11, 2024, fans can head to [ebay.com/pre-lovedfashionweek](https://www.ebay.com/pre-lovedfashionweek) at 6 p.m. ET to access vintage wear on a see-now-buy-now basis.

"New York Fashion Week showcases the best of American fashion and beyond, and it is amazing how eBay brings together such a stellar selection of vintage, archival, and coveted items from these brands," said Steven Kolb, CEO of the CFDA, in a statement.

eBay adds that preloved and refurbished inventory makes up 40 percent of its gross merchandise volume.

In June 2024, global users of its site searched for "vintage" over 1,000 times a minute, on average, and as of 2023, nearly \$50 billion worth of secondhand luxury products are sold globally.

Propelled by millennials and Gen Zers on the hunt for entry-level luxury price points, the market's popularity backs both Endless Runway and recent bouts of strategic expansion at eBay ([see story](#)).