

《H&M现在成了二手市场的抢手货》

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As fast-fashion giant H&M (HMb.ST) pushes more designer tie-ups, some consumers are eschewing the long lines outside stores to buy the looks in the fast-growing resale market.

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H&M has released 15 designer and brand collaboration collections to date in 2019 compared to 11 in the whole of last year.

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The latest is its collection of looks crafted in collaboration with Italian designer Giambattista Valli. Most pieces were sold out on H&M websites across Europe hours after launch on Thursday, including a ruffled red tulle evening gown priced at \$549 and worn by model Kendall Jenner in H&M's high-profile ad campaign.

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But another marker for products' desirability is the resale market online. H&M restricted the sale of the Giambattista Valli collection to one of each item to stop shoppers buying clothes to immediately resell.

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"We are fundamentally positive about a secondhand market," H&M Creative Designer Ann-Sofie Johansson, who works on designer alliances, told one foreign news agency in an interview.

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"It's just when someone makes a business out of it that we don't like it," she said, referring to the practice of buying at the retail price and then flipping to make a profit, rather than selling pre-worn items at a later date.

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At online fashion marketplace Poshmark, items from H&M's Giambattista Valli micro collection, released earlier this year before Thursday's main launch, sell for around five times more than the eponymous designer label itself, Poshmark said.

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A long pink silk dress from that collection sold for \$475 in May, shortly after it went on sale in H&M stores at a retail price of \$299, one Poshmark listing showed.

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Meanwhile, a Giambattista Valli shift dress from the designer's own ready-to-wear line is listed for less than \$200 on California-based resale marketplace Tradesy - considerably less than the retail price of the H&M collaboration pieces - said Randi Eichenbaum, vice president of Tradesy product management.

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On average, pieces from H&M collaborations sell 22 percent faster than pieces from brands' main labels, said luxury resale platform The RealReal, although some alliances are more highly-sought-after than others.

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As a celebrity, he eschewed publicity and avoided nightclubs.

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Eschew fattening foods if you want to lose weight.

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