

Sneaker Reselling Market

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Young, dumb & too broke for this drip

What is reselling?



- When sneakers are put on sale, some models are sold out within seconds.
- Some people buy sneakers to resell them at a premium given high demand.
- Given high prices an industry for fake and replica sneakers started gaining notoriety.
- Third-party institutions appeared to guarantee authenticity in the resell market.

**How crazy
does this
get?**

Most expensive sneakers on StockX



- 34.489\$
- 1 year gross salary of a Data Analyst in Amsterdam.

Nike SB Dunk Low Paris



Nike Mag Back to the Future

- 26.746\$
- 1 year gross salary of a Web Designer in Barcelona.



Jordan 4 Retro X Eminem

- 23.726\$
- 1 year gross salary of a UI Designer in Madrid.



Upon the 100 most expensive 85 were collabs

Collab is the term used in the sneaker jagron to designate a product that is designed and marketed in a collaborative way between two brands or a brand an a celebrity.

[Best Sneaker Collaborations of 2018](#)

[Best Sneaker Collaborations of 2019](#)

[Best Sneaker Collaborations 2020](#)

**Is the price related
to the hype of the
collaborator?**

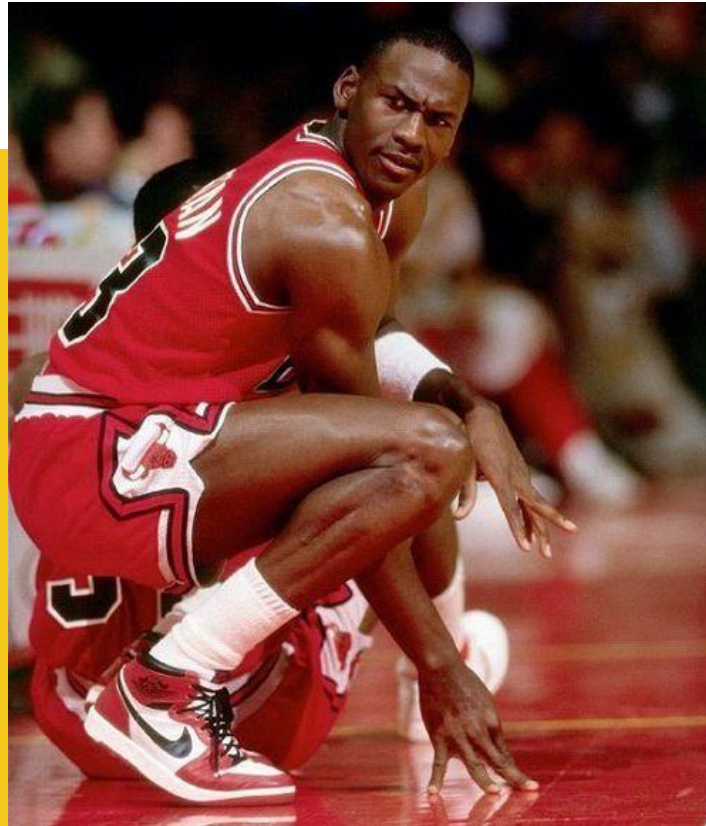
What are those?



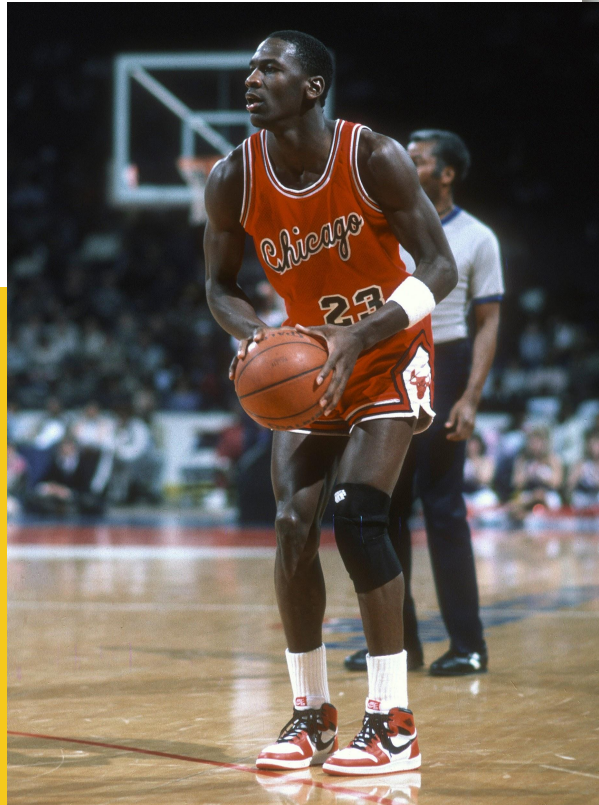


Michael Jordan 🏆

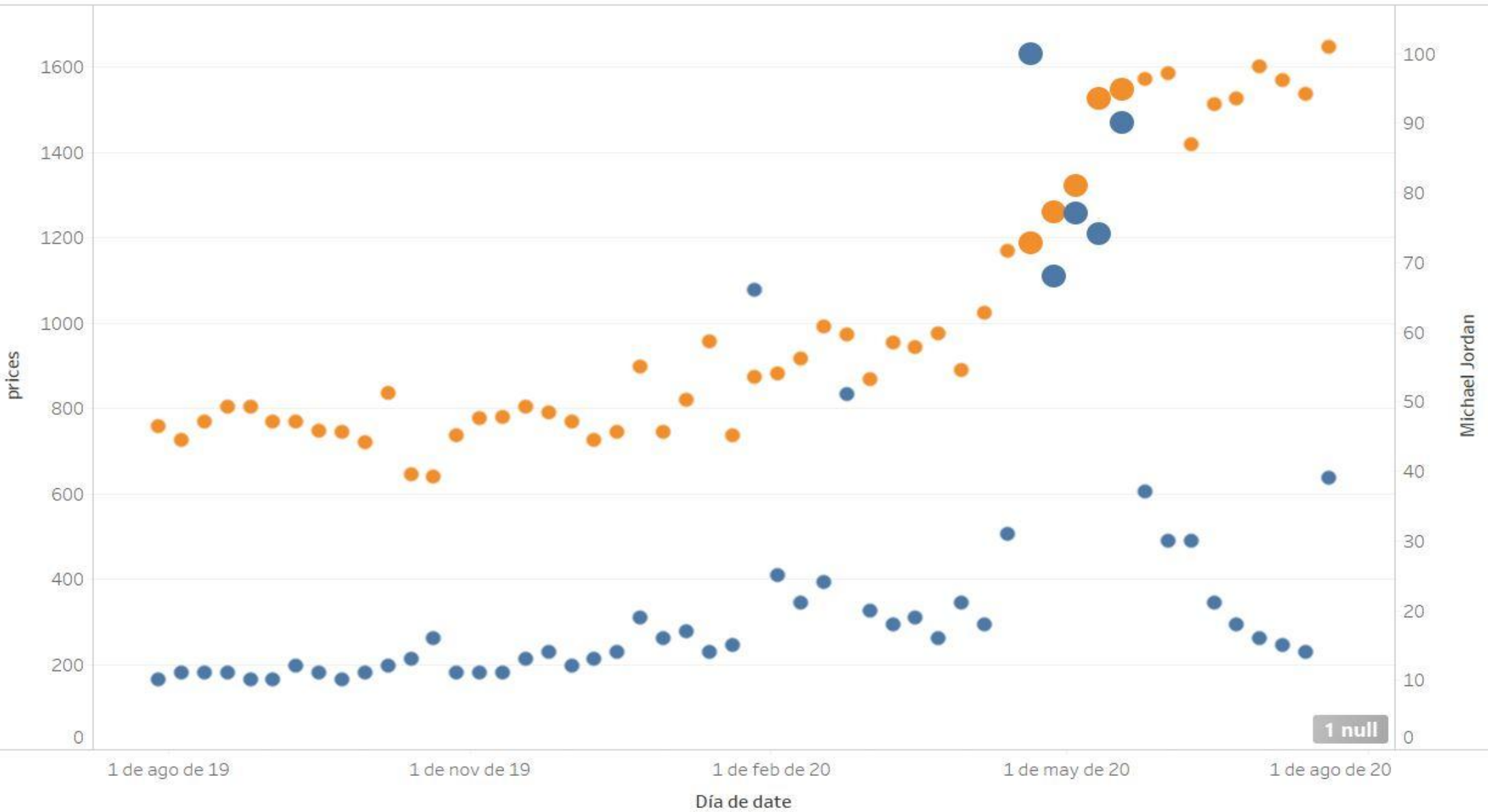
- Retail: 160\$
- Resale: 1005\$
- Episodes 1-5 of The Last Dance



Michael on The Last Dance



Prices&Popularity/The Last Dance



Measure Names

- Michael Jordan
- prices

The Last Dance

- The Last Dance
- Other

Correlation: 0.49

1 null

Travis Scott



- Retail: 175\$
- Resale: 1324\$
- Fortnite Concert
“Astronomical”



Travis on Fortnite





“Media appearances and storytelling play a part in the resale value of a sneaker”

**THANK
YOU!**