



POSHMARK

Categorias:

➤ Women

ACCESSORIES

Belts
Glasses
Gloves & Mittens
Hair Accessories
Hats
Hosiery & Socks
Key & Card Holders
Phone Cases
Scarves & Wraps
Sunglasses
Watches
[Shop All Women's Accessories »](#)

TRENDING STYLES

Anthropologie Dresses
Topshop Dresses
Floral Dresses
New Gucci Belts
Gucci Clutches & Wallets
Givenchy Shoes
Fendi Spy Bags
Balenciaga Coats & Jackets
Givenchy Pandora Handbags
[Shop All Showrooms »](#)

BAGS

Baby Bags
Backpacks
Clutches & Wristlets
Cosmetic Bags & Cases
Crossbody Bags
Hobos
Laptop Bags
Satchels
Shoulder Bags
Totes
Wallets
[Shop All Women's Bags »](#)

CLOTHING

Dresses
Intimates & Sleepwear
Jackets & Coats
Jeans
Pants
Shorts
Skirts
Sweaters
Swim
Tops
[Shop All Women's Clothing »](#)

JEWELRY

Bracelets
Brooches
Earrings
Necklaces
Rings
[Shop All Jewelry »](#)

MAKEUP

Blush
Bronzer
Brushes & Tools
Concealer
Eyeliner
Eyeshadow
Face Powder
Foundation
Lip Balm & Gloss
Lipstick
Mascara
[Shop All Makeup »](#)

SHOES

Ankle Boots & Booties
Athletic Shoes
Espadrilles
Flats & Loafers
Heels
Over the Knee Boots
Platforms
Sandals
Sneakers
Wedges
Winter & Rain Boots
[Shop All Women's Shoes »](#)

➤ Men

ACCESSORIES

Belts
Cuff Links
Hats
Jewelry
Key & Card Holders
Money Clips
Phone Cases
Scarves
Sunglasses
Ties
Watches
[Shop All Men's Accessories »](#)

BAGS

Backpacks
Briefcases
Duffel Bags
Laptop Bags
Luggage & Travel Bags
Messenger Bags
Wallets
[Shop All Men's Bags »](#)

CLOTHING

Jackets & Coats
Jeans
Pants
Shirts
Shorts
Suits & Blazers
Sweaters
Swim
Underwear & Socks
[Shop All Men's Clothing »](#)

SHOES

Athletic Shoes
Boat Shoes
Boots
Chukka Boots
Loafers & Slip-Ons
Oxfords & Derbys
Rain & Snow Boots
Sandals & Flip-Flops
Sneakers
[Shop All Men's Shoes »](#)

TRENDING STYLES

Men's Brooks Brothers Appar...
New Men's New Balance Shoes
New Men's Nixon Watches
Men's Dr. Martens Jackets
New Men's Chukka Boots
New Men's Sweatpants & Jog...
New Men's Chambray Shirts
New Men's Crewneck Sweaters
Men's Dr. Martens Shoes
[Shop All Showrooms »](#)

➤ Kids

ACCESSORIES

Bags
Belts
Bibs
Diaper Covers
Hair Accessories
Hats
Jewelry
Mittens
Socks & Tights
Sunglasses
Ties

[Shop All Kids' Accessories »](#)

CLOTHING

Accessories
Bottoms
Costumes
Dresses
Jackets & Coats
Matching Sets
One Pieces
Pajamas
Shirts & Tops
Swim

[Shop All Kids' Clothing »](#)

SHOES

Baby & Walker
Boots
Dress Shoes
Moccasins
Rain & Snow Boots
Sandals & Flip-Flops
Slippers
Sneakers
Water Shoes

[Shop All Kids' Shoes »](#)

TRENDING STYLES

Kids Halloween Costumes
Kids' Designer Sneakers
Kids' Casual Sneakers
Kids' Running Sneakers
Kids' Slip On Sneakers
Kids' Classic Vans Sneakers
Kids' Halloween Costumes
New Kids' Adidas Shoes
New Kids' Jordan Sneakers

[Shop All Showrooms »](#)

➤ Home

ACCENTS

Accent Pillows
Baskets & Bins
Candles & Holders
Coffee Table Books
Curtains & Drapes
Decor
Door Mats
Faux Florals
Furniture Covers
Lanterns
Picture Frames
Vases

[Shop All Home Accents »](#)

BATH

Bath Accessories
Bath Storage
Bath Towels
Beach Towels
Hand Towels
Mats
Shower Curtains
Vanity Mirrors
Vanity Trays
Wash Cloths

[Shop All Home Bath »](#)

BEDDING

Blankets & Throws
Comforters
Duvet Covers
Mattress Covers
Pillows
Quilts
Sheets

[Shop All Home Bedding »](#)

DINING

Bar Accessories
Dinnerware
Drinkware
Flatware
Serveware
Serving Utensils
Table Linens

[Shop All Home Dining »](#)

HOLIDAY

Garland
Holiday Blankets & Throws
Holiday Decor
Holiday Pillows
Ornaments
String Lights
Wreaths

[Shop All Home Holiday »](#)

KITCHEN

Bakeware
Coffee & Tea Accessories
Cookbooks
Cooking Utensils
Cookware
Food Storage
Kitchen Linens
Kitchen Tools
Knives & Cutlery

[Shop All Home Kitchen »](#)

OFFICE

Arts & Crafts
Binders & Folders
Calendars
Labels & Label Makers
Notebooks & Journals
Pencil Cases
Planners
Shipping Supplies
Stationery

[Shop All Home Office »](#)

PARTY SUPPLIES

Cake Candles
Cake Toppers
Cards & Invitations
Decorations
Favors
Gift Wrap
Hats
Party Lights
Disposable Tableware

[Shop All Home Party Supplies »](#)

STORAGE & ORGANIZATION

Closet Accessories
Drawer Liners
Garment Bags
Jewelry Organizers
Makeup Organizers
Storage

[Shop All Home Storage & Org... »](#)

WALL ART

Art & Decals
Clocks
Display Shelves
Hooks
Mirrors
Tapestries
Wallpaper

[Shop All Home Wall Art »](#)

TRENDING STYLES

Winter Fleece Throws
Thanksgiving Decor Under \$50
Christmas Wreaths
Metallic Holiday Ornaments
Holiday Tablescapes
Christmas Decor
Pumpkin Spice Candles
Thanksgiving Tablescapes
Fall Decor

[Shop All Showrooms »](#)

➤ Brands

WOMEN'S BRANDS

lululemon athletica
Coach
Michael Kors
Louis Vuitton
Nike
Tory Burch
kate spade
CHANEL
Free People
J. Crew

[Shop All Women's Brands »](#)

MEN'S BRANDS

Nike
Gucci
The North Face
Banana Republic
Levi's
adidas
True Religion
J. Crew
Jordan
Polo by Ralph Lauren

[Shop All Men's Brands »](#)

KID'S BRANDS

Gap
Carter's
Nike
Children's Place
Gymboree
OshKosh B'gosh
Converse
Ralph Lauren
Justice
Old Navy

[Shop All Kid's Brands »](#)


HOME BRANDS


Crate&Barrel
IKEA
Jonathan Adler
Paper Source
Pier 1
Pottery Barn
Restoration Hardware
Sur La Table
Target
The Container Store
West Elm
Williams Sonoma
Z Gallerie

[Shop All Home Brands »](#)


➤ Parties

As parties são organizadas por um conjunto de vendedores. As peças que lá estejam à venda têm que pertencer a um tema e obedecer às categorias e tamanho de roupa definidos.


 **UPCOMING PARTIES**




BOHO: FREE PEOPLE, ANTHROPOLOGIE, BIRKEN...
Today at 5:00 pm
Hosts: pm_editor, theamandaweiss, katef, ...




BEST IN TOPS POSH PARTY
Today at 8:00 pm
Hosts: pm_editor, rciddle, thenoblehanger...




BEST IN BOUTIQUES POSH PARTY
Tomorrow at 12:00 am
Hosts: pm_editor, r_madish, kathykat5, ho...


 **PAST PARTIES**



CLOSET CRUSH POSH PARTY
3 612 583 Listings
Hosts: pm_editor, theamandaweiss, roseg...



EVERYTHING PLUS SIZE POSH PARTY
318 676 Listings
Hosts: pm_editor, joannafaye, hollywoodpr...



BEST IN JEANS POSH PARTY
373 414 Listings
Hosts: pm_editor, bellefrancy, lovely_lil_fa...

CATEGORIES
Women
Men
Kids


BRANDS
Search
☐ 7 For All Mankind
☐ a new day
☐ a.n.a
☐ Adrianna Papell
☐ AGB
☐ Agnes & Dora
☐ Alex Evenings
☐ Alfani
☐ Alfred Dunner
☐ Allison Daley

SIZES
Select a category for specific sizes.
















PRICES
☐ Under \$25
☐ \$25 - \$50
☐ \$50 - \$100
☐ \$100 - \$250
☐ \$250 - \$500
☐ Over \$500

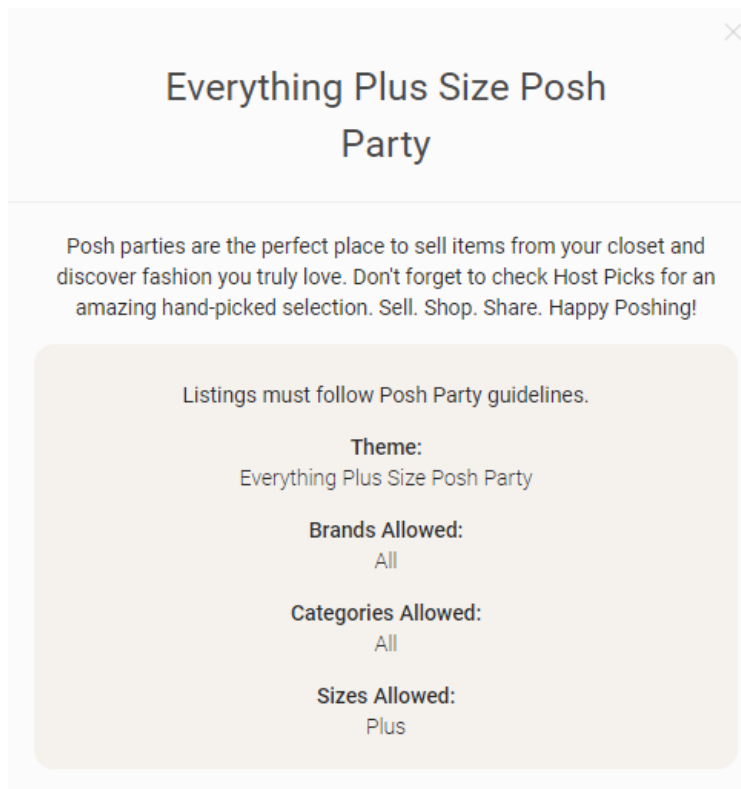
TYPE
All
Closet
Boutique

CONDITIONS
☒ All
☐ New With Tags



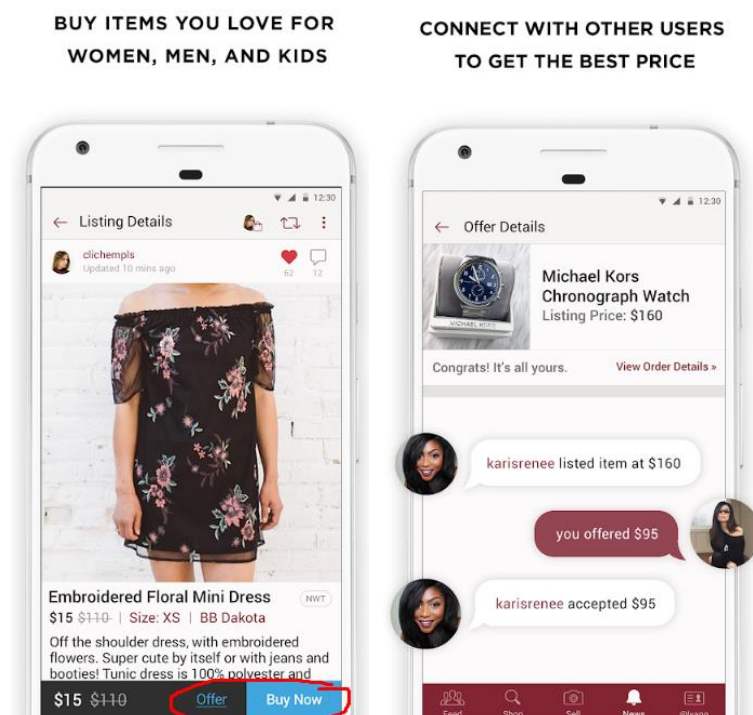
Everything Plus Size Posh Party





PRÓS:

- Muitos filtros/categorias
- Os itens têm boa apresentação
- Opção de fazer uma oferta /comprar
- Não se pagam taxas do Paypal
- Ao definir preços diz quanto € se vai ganhar com a peça (mostra o valor descontado)



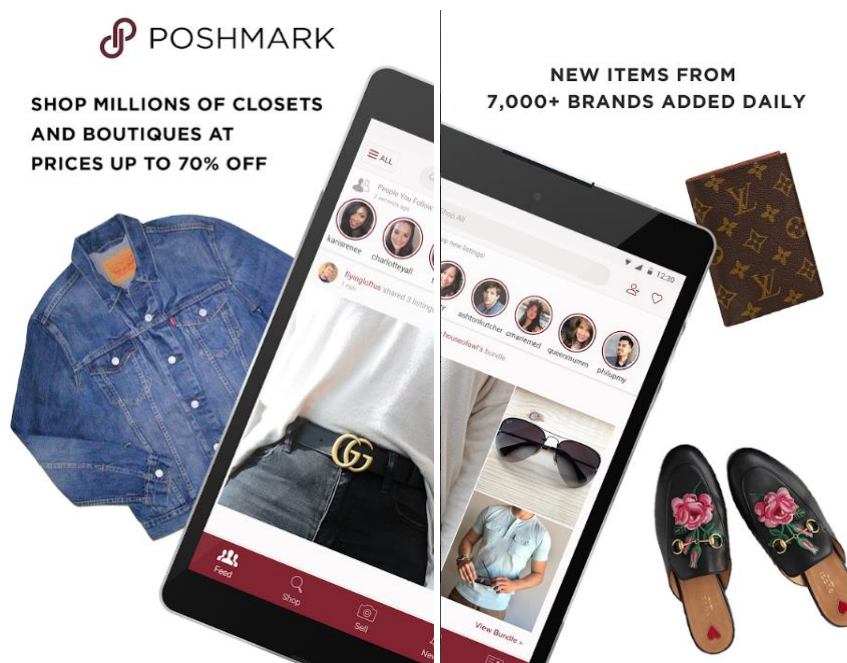
CONTRAS:

- Não tem categoria *Disfarces de carnaval/Halloween*
- Tem categoria *Home*: vende roupa junto com micro-ondas, lanternas e cortinas da casa de banho. (Se o nosso conceito é só moda n devíamos começar por aí. Se bem que alarga o mercado. Revemos conceito? Fica uma coisa para o futuro?)
- Não tem filtro por localização geográfica
- Users queixam-se que têm que ser ativos na app para conseguirem vender.
- Acima dos 15\$ cobram 20% da compra
- Só se podem pôr coisas à venda na app (ou no site depois de teres instalado a app).
- App só permite fotos quadradas
- Não envia notificações por mail quando há mensagens novas

O problema de ser a la rede social, tal como o depop, é que as pessoas focam mais no perfil da pessoa do que na peça em si. Pessoas que n sejam instagrammers que n queiram encher o seu perfil de roupa e fotos bonitas, que queiram apenas vender coisas de forma prática, ou tenham apenas duas ou três peças para vender ficam desmotivadas. Por esse motivo e porque se não fores muito ativo na app as tuas peças n aparecem. Logo isso diminui muito a pool de users.

Similaridades/Diferenças:

- É um *Marketplace à la rede social* como nós
- Tem as mesmas tabs que nós tínhamos idealizado: feed, shop/search, sell, perfil. (tem stories tal como o insta)



- Não permite contacto direto entre utilizadores (exceto a negociação de preços pelos botões “offer” e aceitar/recursar). Nós temos os leilões.

Modelo de negócio:

- Não se paga para usar
- Cobra 2.95\$ em vendas abaixo dos 15\$.
- Cobra 20% do preço da peça em vendas acima dos 15\$.
- Comprador paga 6.49\$ de portes por cada compra.
- Comprador tem direito a buyer protection.
- Vendedor tem direito a free pre-paid shipping label, free credit card processing and free customer support.
- Lucro das vendas vai para o saldo da conta Poshmark. Pode ser transferido para uma conta bancária, requisitado um cheque ou permanecer na conta Poshmark para futuras compras.

Reviews relevantes:

- *Due to the high, flat-rate shipping cost Posh isn't the best for items worth \$15 or under. This counts out low quality brands and heavily used items. Also, it's worth realizing that Poshmark is by no means a "list it and forget it" site. You have to be sharing at least daily to get your items seen.*

Sites a consultar:

- How does Poshmark make money:
<https://vator.tv/news/2017-12-29-how-does-poshmark-make-money>
- Selling on Poshmark Review - Is It Worth It?
<https://bellatory.com/clothing/Poshmark-Review-Sell>
- POSHMARK VS. EBAY VS. DEPOP: THE ULTIMATE RESALE SITE SHOWDOWN
<http://www.theluxestrategist.com/poshmark-vs-ebay-vs-depop-the-ultimate-resale-site-showdown/>