

# Sneaker Reselling Market

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# Sara

Young & way 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.
- 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.



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

# Jordan 4 Retro X Eminem





# 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?**

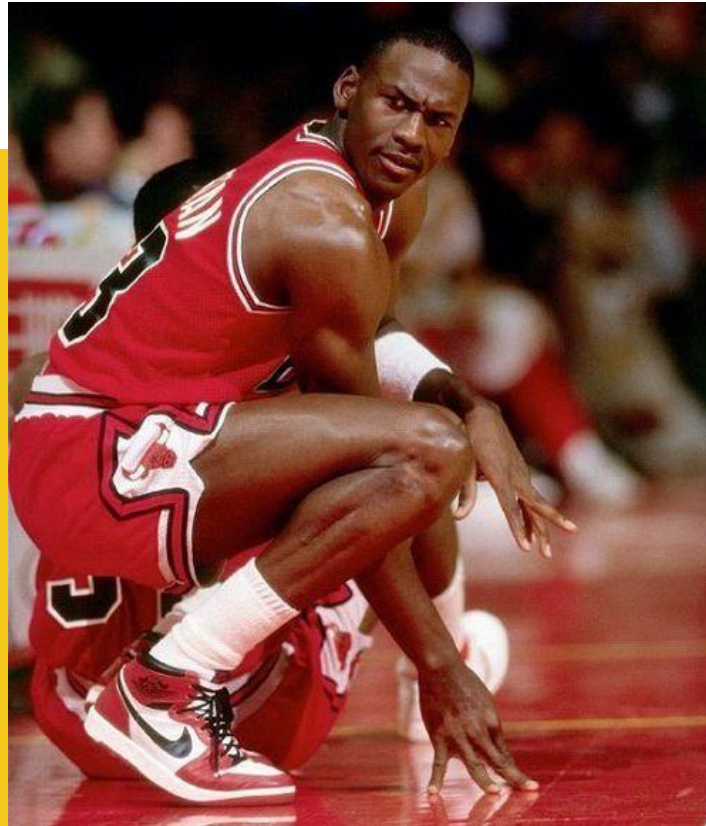
# What are those?



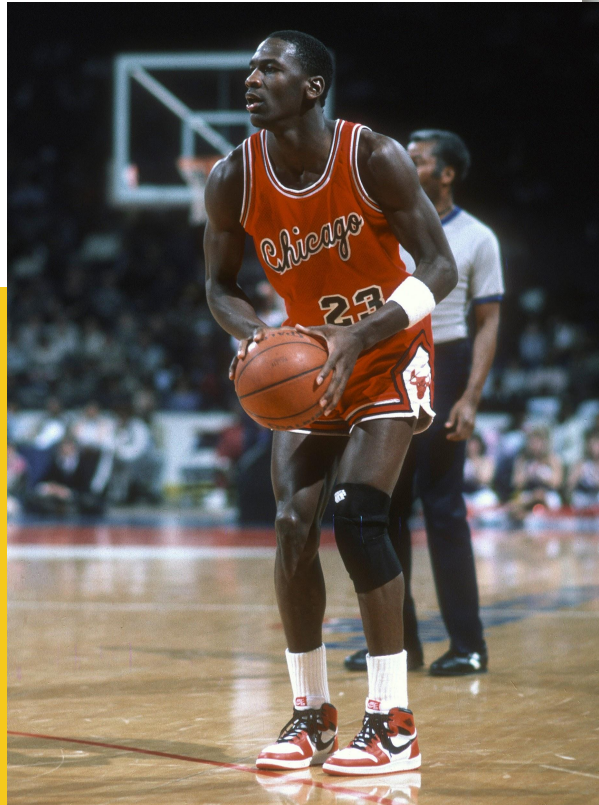


# Michael Jordan 🏆

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

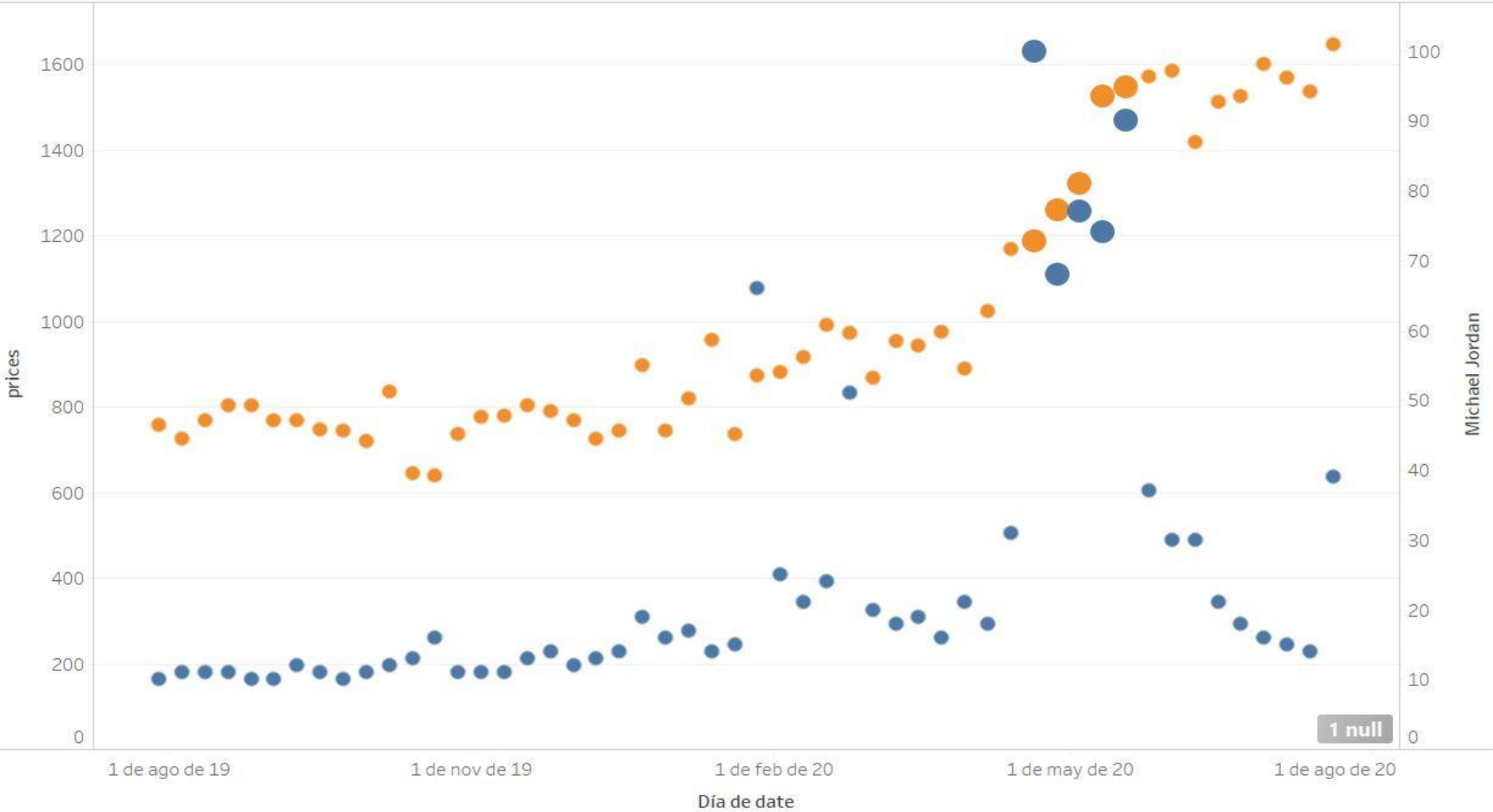


# Michael on The Last Dance





Prices&Popularity/The Last Dance



Measure Names

- Michael Jordan
- prices

The Last Dance

- The Last Dance
- Other

Correlation: 0.49



# Travis Scott



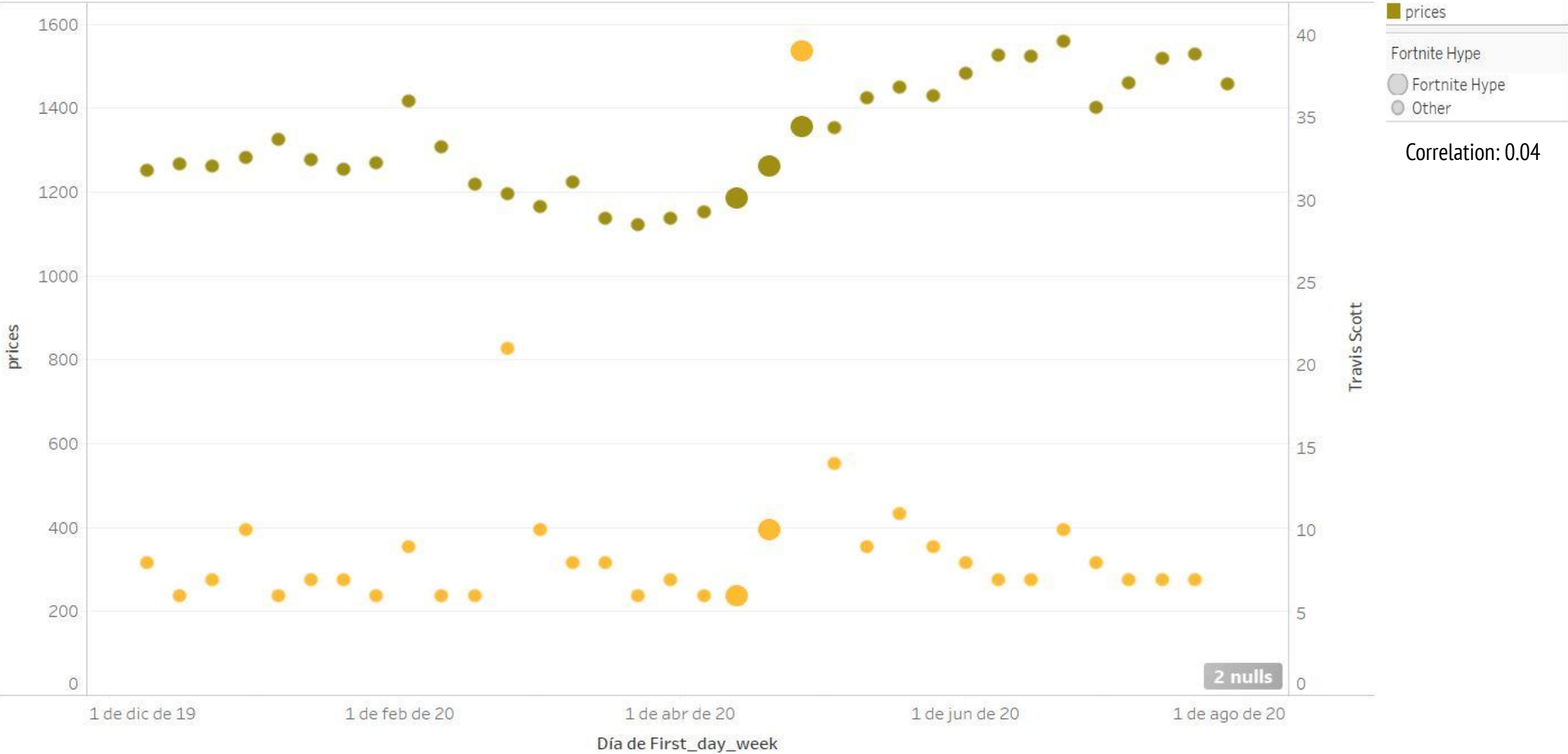
- Retail: 175\$
- Resale: 1324\$
- Fortnite Concert  
“Astronomical”



# Travis on Fortnite



Prices&Popularity/Fortnite



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

**THANK  
YOU!**