



## Clare V. Case Study

# How Clare V. Grew and Engaged Its Loyal Community with Omnichannel Resale

### Pre-Loved Value Retention:

Pre-loved Clare V. items retain **60%** of their original value, showcasing the durability and desirability of the brand's products.

### Omnichannel Resale Model:

Leveraged peer-to-peer, in-store trade in, and brand supply models all integrated into one front-end marketplace, enhancing customer engagement and satisfaction.

**Seller Engagement:** The average seller lists **2.4 items** on Le Resale, with **20% of sellers** being new or reactivated after **12+ months** of inactivity.

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*Our customers can buy our product in confidence knowing it has a resale value due to the material and craftsmanship, and a dedicated channel for P2P selling.*

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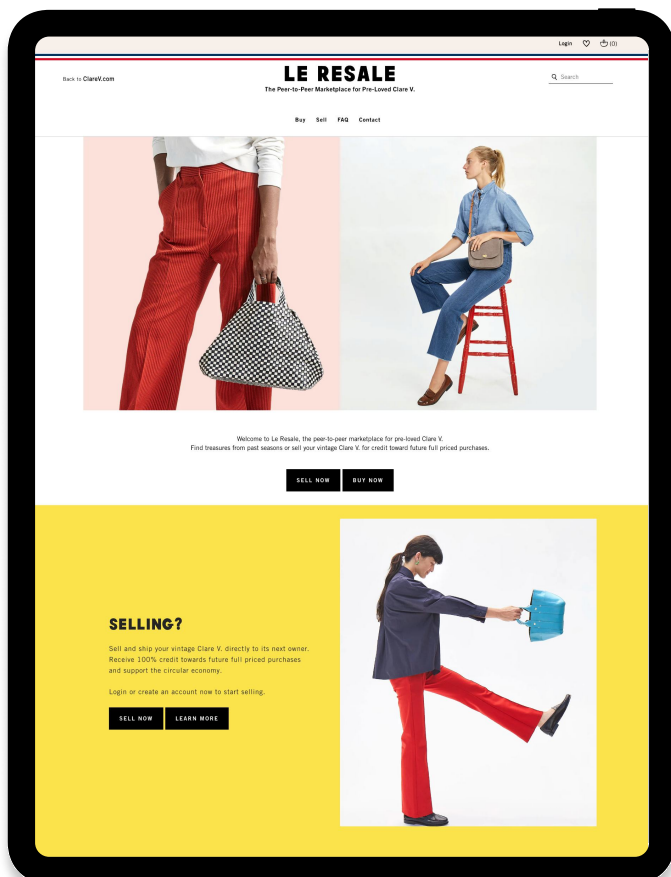
Alison Neher, Product Manager,  
Clare V. E-commerce

**The Challenge:**  
**Drive Customer Acquisition and Expand Customer Engagement**

Known for its vibrant colors, woven leather handbags, and bold accessories, Clare V. has cultivated a dedicated community since its launch in 2008. As the brand prepared to open its 14th store, it recognized an opportunity to use resale as a strategic channel for driving new customer acquisition and offering existing customers a way to “trade up” their previously purchased items.



▲ clarev.com



▲ leresaleclarev.com

Clare V. aimed to:

- Lower the barrier to entry for new customers through a resale marketplace, rather than through discounting and sales.
- Maintain brand consistency while offering a seamless shopping experience across both new and pre-loved products.
- Engage its community by providing a dedicated platform where customers could buy, sell, and trade Clare V. items.

# The Solution: Launching Le Resale with Trove’s Technology

Clare V. partnered with Trove to launch Le Resale, a “Peer-to-Peer Marketplace for Pre-Loved Clare V.” that integrates directly with the brand’s e-commerce site. This marketplace was designed to match the overall look and feel of the Clare V. brand, ensuring a consistent and engaging experience for customers.

## Key Technology Features That Supported Scalability:

**Seamless Integration:**  
Trove’s resale technology integrated with Clare V.’s back-end systems, allowing sellers to list items directly from their previous purchases with ease.

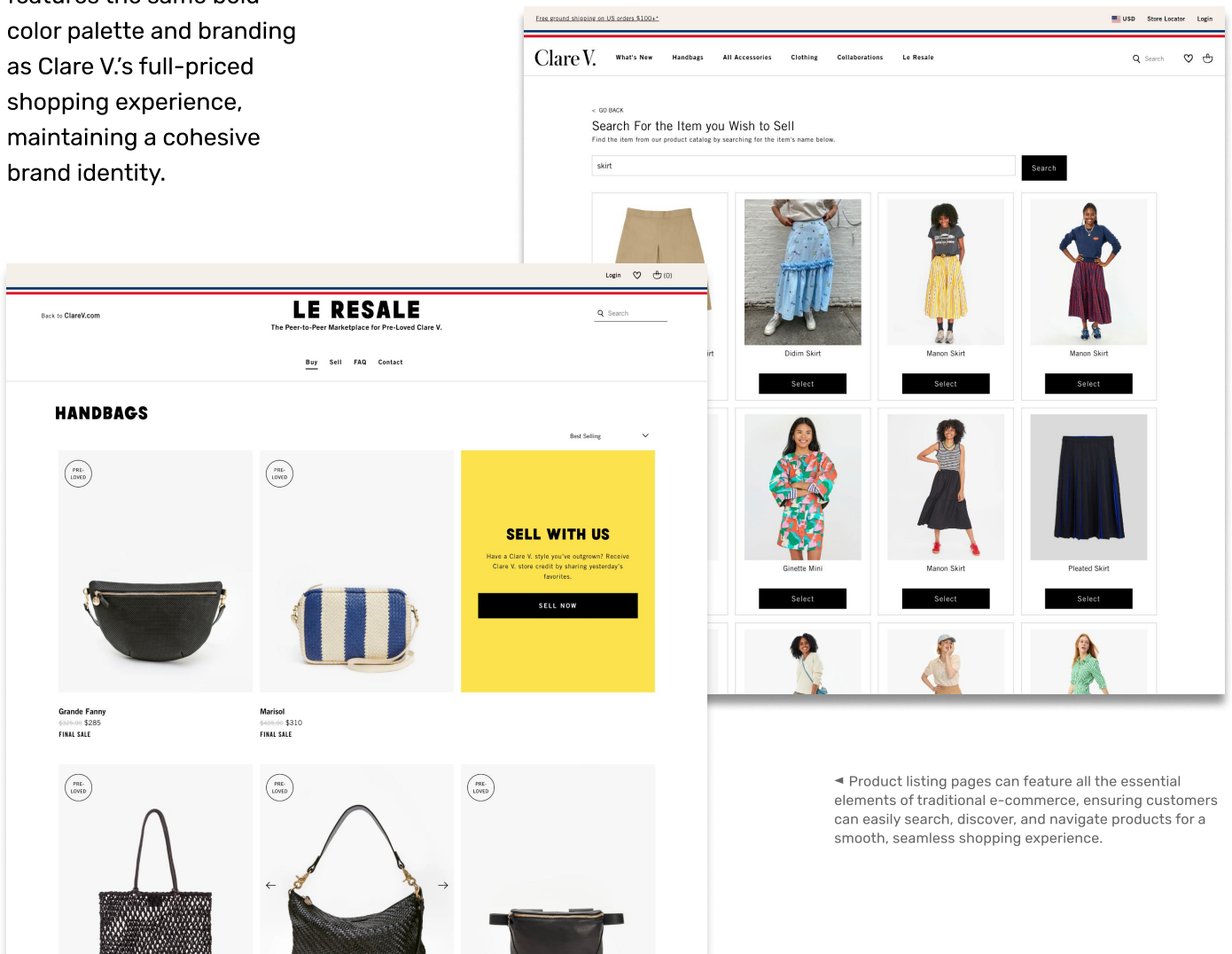
**Flexible Resale Options:**  
Le Resale offered a combination of peer-to-peer, in-store trade in, and brand supply models, creating an omnichannel resale experience that catered to different customer needs.

**Brand Consistency:**  
Le Resale’s collection page features the same bold color palette and branding as Clare V.’s full-priced shopping experience, maintaining a cohesive brand identity.



*We stand behind our product and know that once you become a customer, you will too. Making our product more accessible and attractive to different buyer values (price point, sustainability) contributes to a growing customer base, which is always very exciting.*

Alison Neher, Product Manager,  
Clare V. E-commerce



Product listing pages can feature all the essential elements of traditional e-commerce, ensuring customers can easily search, discover, and navigate products for a smooth, seamless shopping experience.

**The Solution:**

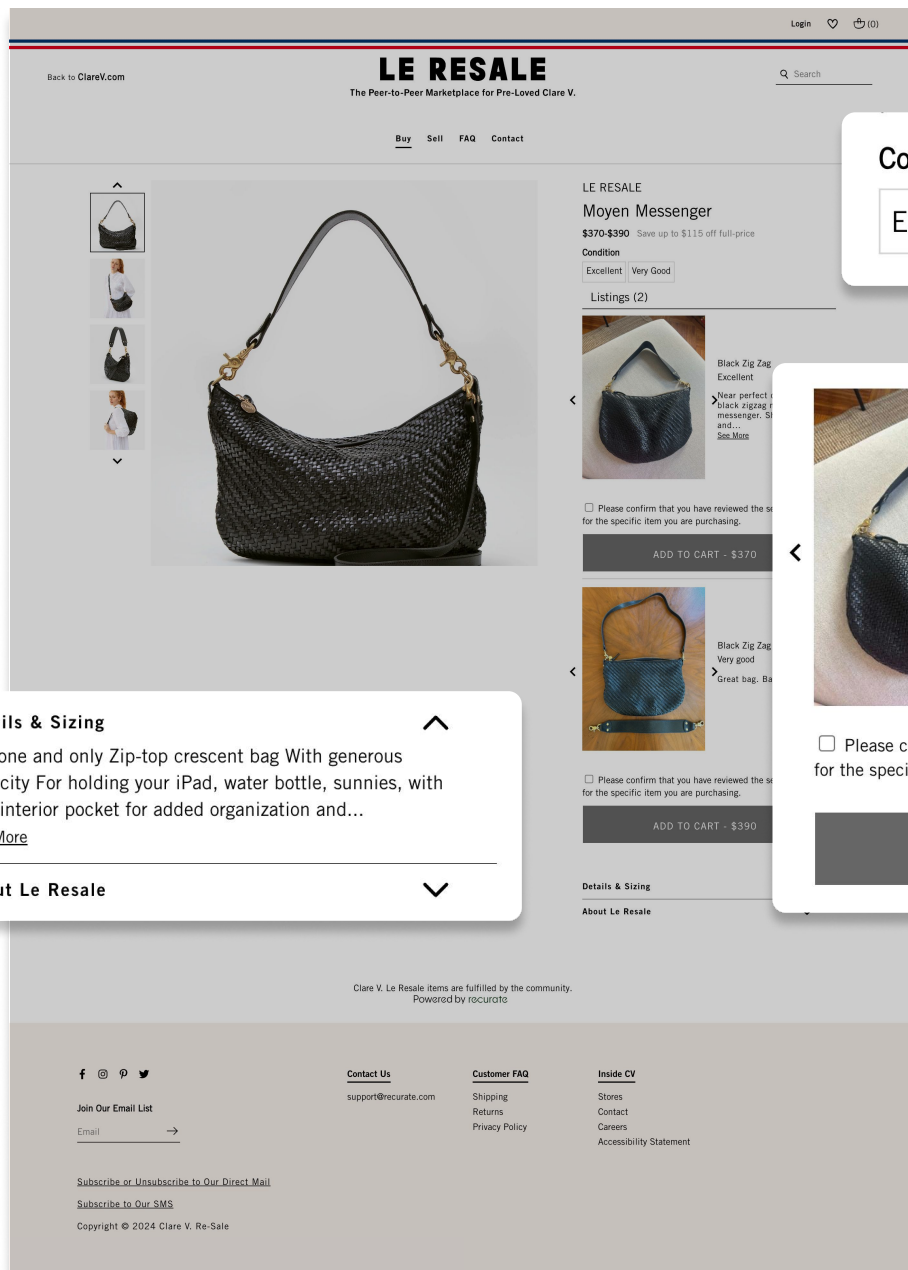
# Omnichannel Resale Capabilities to Meet Customers Where They Are

Le Resale not only served as a platform for new customers to try Clare V. at a lower price point but also allowed existing customers to trade in their pre-loved items in exchange for store credit. This omnichannel approach created multiple touchpoints for customer engagement:

**Peer-to-Peer Marketplace:** Customers could list and sell their pre-loved Clare V. items, retaining **60%** of the original purchase value, which underscored the quality and longevity of the brand’s products.

**In-Store Trade In Events:** Clare V. hosted events where customers could trade in items at retail locations. One weekend saw over **600 products** traded in, resulting in over **\$60,000 in gift cards** issued, with more than half of them redeemed on the same day.

**Influencer Activation:** Clare Vivier’s own “Clare’s Closet” featured items sold on Le Resale, boosting site traffic by **5x** and driving **156%** of the weekly average sales within the first day.



**Condition**

Excellent Very Good

**Details & Sizing**

The one and only Zip-top crescent bag With generous capacity For holding your iPad, water bottle, sunnies, with One interior pocket for added organization and...

[See More](#)

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**About Le Resale**

**Black Zig Zag Excellent**

Near perfect condition black zigzag moyen messenger. Shoulder strap and crossbody strap included, as well as dust bag. Cared for with love and now ready for a new home!

[See Less](#)

Please confirm that you have reviewed the seller images for the specific item you are purchasing.

**ADD TO CART - \$370**

◀ Sellers' photos of pre-loved items are displayed directly on the PDP, offering a transparent and detailed view of each product's condition. Customers can easily compare various condition grades, ensuring confidence and clarity in their purchasing decisions.

## Impact of Le Resale

The introduction of Le Resale had a significant impact on Clare V.'s business, driving new customer acquisition, increasing community engagement, and reinforcing the brand's commitment to sustainability.

### Impact Metrics:

#### New Customer Acquisition:

Approximately **35%** of Le Resale shoppers were new to the brand, highlighting the marketplace's effectiveness in attracting first-time buyers.

#### Seller Engagement:

The average seller listed **2.4 items** on Le Resale, with **20% of sellers** being new or reactivated after **12+ months**, indicating strong engagement from both new and returning customers.

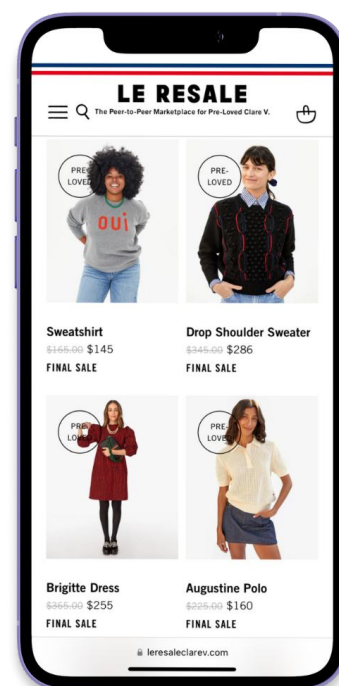
Clare V.'s partnership with Trove has enabled the brand to create a vibrant resale marketplace that supports its growth and sustainability goals while engaging its community in new and meaningful ways.

#### Event Success:

The in-store trade in events were highly successful, with over **600 products** traded in and more than **\$60,000 in gift cards** issued, driving immediate sales.

#### Sustainability and Accessibility:

Le Resale maintained the high resale value of Clare V. products, listed at **60%** of the original price, and offered an accessible entry point for new customers while reinforcing the brand's sustainable practices.



**Interested in learning how Trove can help your brand scale a successful resale program?**

Reach out today to explore how our platform can help you achieve sustainability goals while driving customer loyalty and growth.

[TROVE.COM](https://trove.com)