



## Frye Case Study

# How Frye Built an Integrated Resale Marketplace to Reinforce Its Heritage While Boosting Its E-Commerce Business

**Rapid Scalability:** Frye leveraged Trove's platform to seamlessly integrate a peer-to-peer resale marketplace into its existing e-commerce site.

**Sustainability Impact:** Frye's commitment to extending the life of its products was enhanced by the Frye Exchange, which provided an outlet for pre-loved items.

**Customer Engagement:**

**63%** of resale shoppers were new to the brand, indicating the program's success in attracting new customers.

**Gift Card Redemption & Upsell:** Sellers spent nearly **2x** their earned store credit on future purchases, enhancing customer lifetime value.

**New Customer Growth:** The Frye Exchange successfully attracted new customers, with **34%** of new resale shoppers making a full-price purchase within a year.

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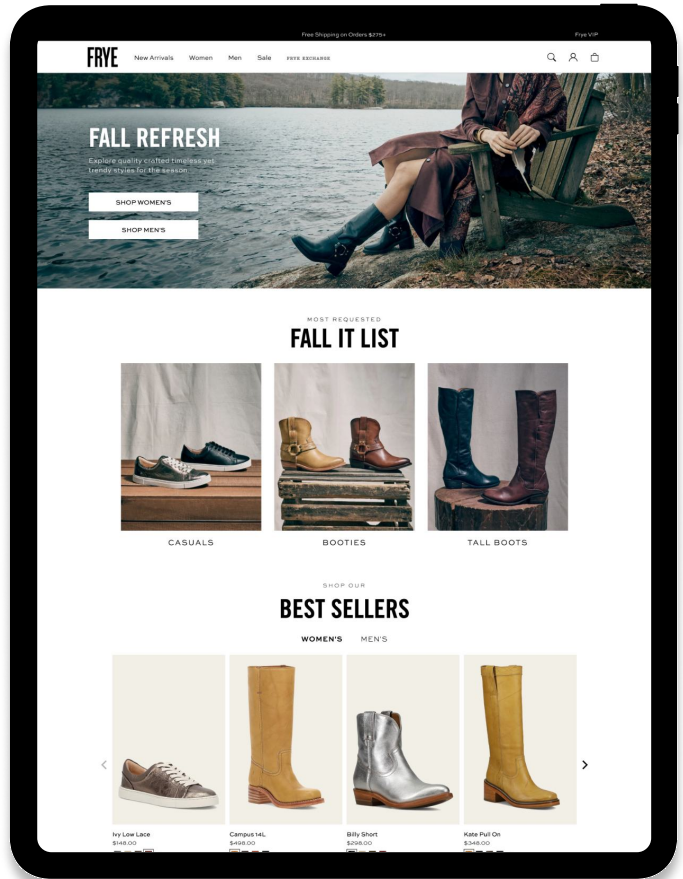
*Launching The Frye Exchange with Trove has helped us meet the fervorous demand for Frye's enduring quality and timeless style, as well as engage with a new set of sustainably-minded consumers. As a result, we have also increased the brand's customer acquisition and incrementally boosted its e-commerce sales.*

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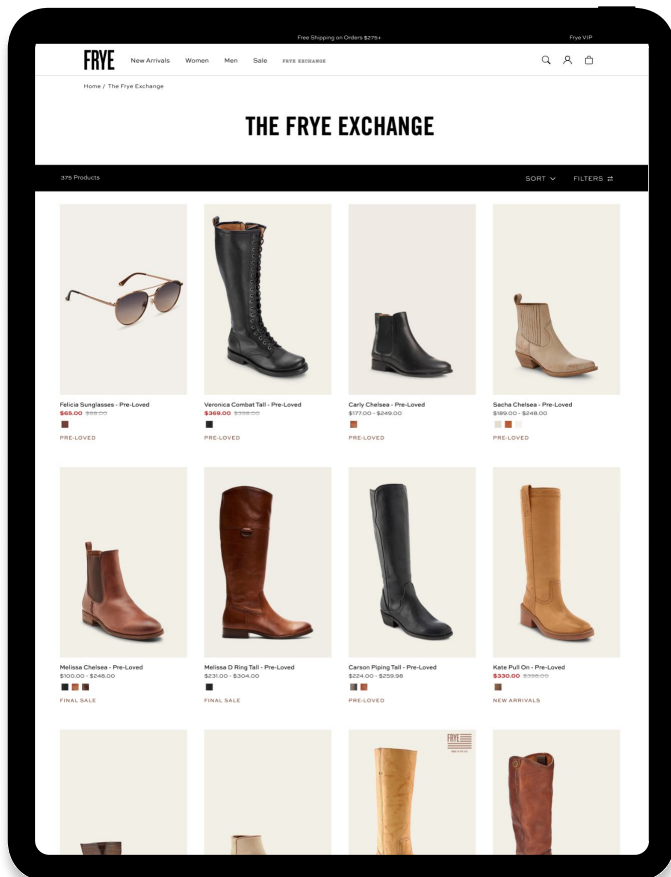
Alex Baillargeon, SVP Digital, Authentic Brands Group

## The Challenge: Boosting E-Commerce While Preserving Brand Heritage

Frye, a brand with a rich 158-year history, is renowned for its craftsmanship and timeless styles. As the brand looked to enhance its e-commerce presence, it identified a growing demand for secondhand Frye products on third-party resale platforms. Frye saw this as an opportunity to not only attract more online shoppers but also reinforce its heritage by launching a branded resale marketplace.



▲ thefryecompany.com



▲ thefryecompany.com/collections/the-frye-exchange

Frye sought to achieve several goals with its resale initiative:

- Attract new customers to the brand by offering a lower entry point through resale.
- Maintain control over the brand experience in the resale market.
- Seamlessly integrate the resale platform with Frye's existing e-commerce infrastructure.
- Extend the lifecycle of Frye products in a way that aligns with the brand's commitment to sustainability.

## The Solution: Seamless Integration with Trove’s Technology

Trove’s resale technology allowed Frye to build The Frye Exchange—a peer-to-peer resale marketplace that integrates seamlessly with the brand’s e-commerce site. This approach provided Frye with a low-lift solution, allowing the brand to quickly launch and scale the program while maintaining control over the user experience.

### Key Technology Features That Supported Scalability:

#### Peer-to-Peer Resale

**Model:** Enabled a community-driven marketplace where items are listed and fulfilled by users, with Frye maintaining oversight through a listing approvals dashboard.

#### Custom Branding:

Frye ensured that The Frye Exchange matched the look and feel of its main site, even giving the resale platform its own logo to distinguish it while maintaining brand consistency.

#### Seamless Integration:

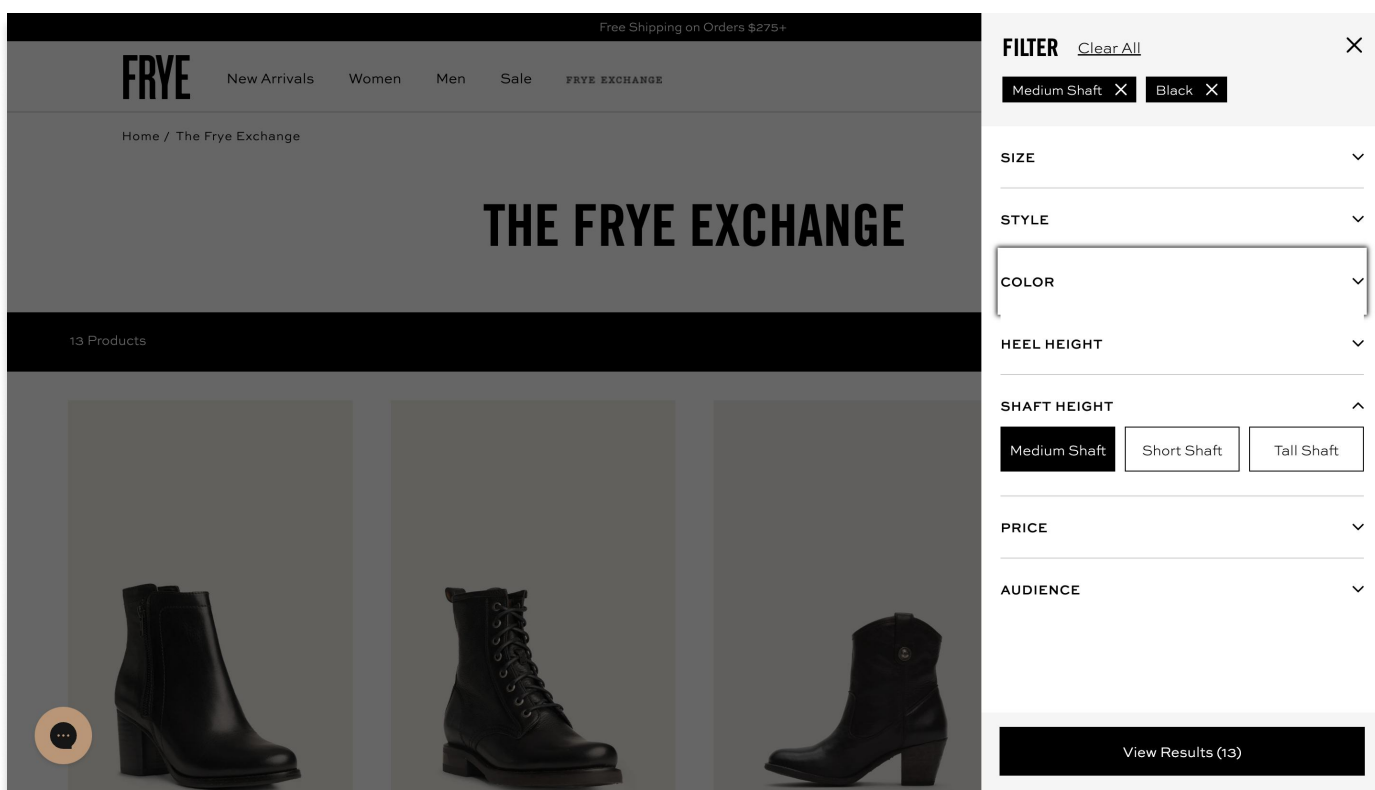
Trove’s resale platform was embedded into Frye’s existing site, allowing customers to shop both pre-loved and new items in a single transaction.



*When looking for new ways to engage with consumers through our Frye channels, we discovered an untapped community that was actively seeking the brand in consignment, thrift stores, and on second-hand marketplaces.*

Alex Baillargeon, SVP Digital, Authentic Brands Group

▼ 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.





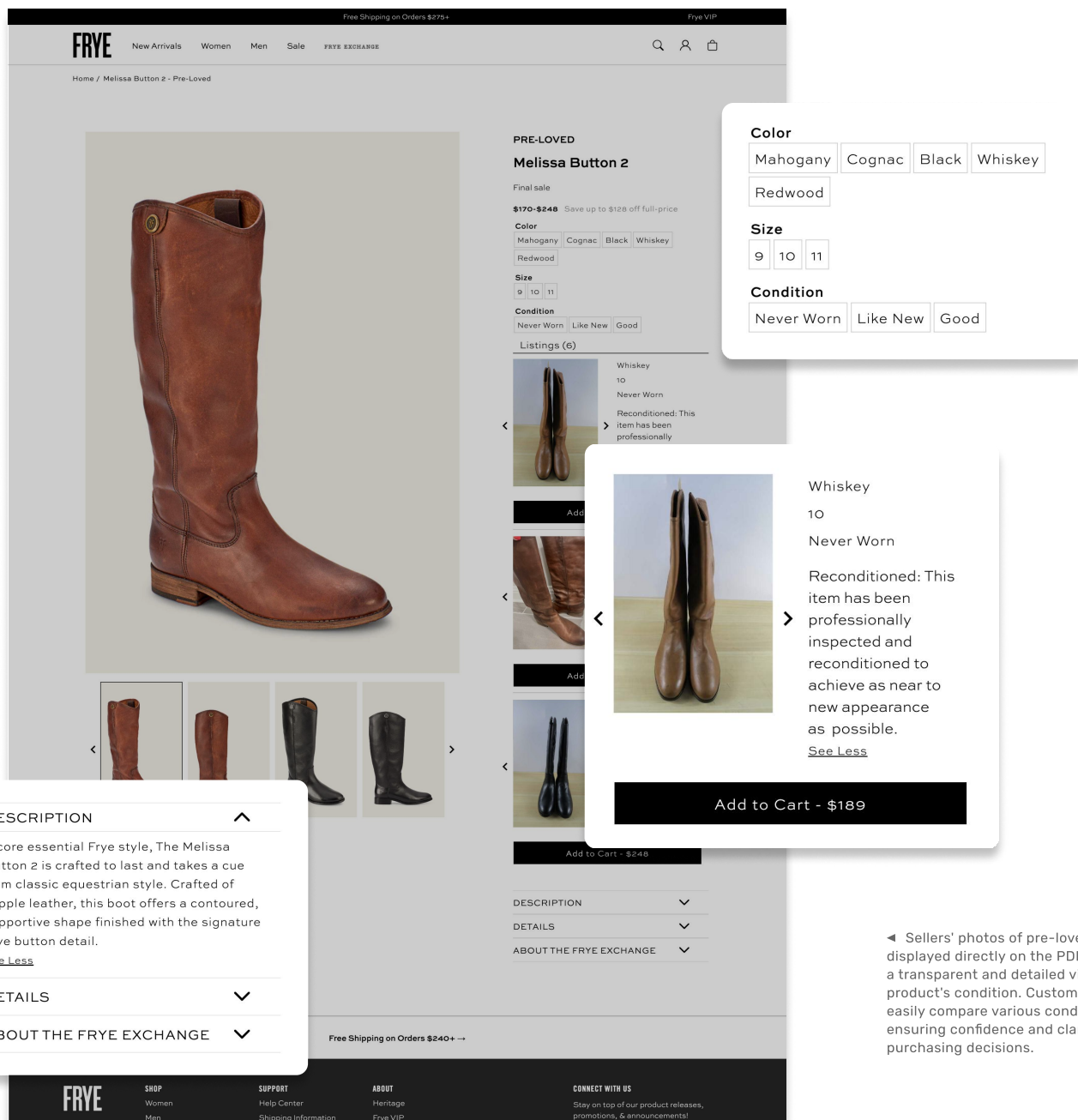
## The Solution: Omnichannel Resale Capabilities to Meet Customers Where They Are

A significant aspect of Frye’s strategy was to make The Frye Exchange easily accessible and user-friendly for both sellers and buyers. The resale platform allowed Frye to tap into a new customer base while ensuring a consistent brand experience across all touchpoints.

**Seamless Seller Experience:** Integrated purchase history and product details made it easy for sellers to list items, while shoppers could view original product information alongside seller descriptions.

**Mixed Cart Checkout:** The platform’s integration allowed customers to purchase both new and pre-loved items in one transaction, enhancing the overall shopping experience.

**Dedicated Resale Branding:** By giving The Frye Exchange its own identity within the site, Frye was able to create a focused destination for customers interested in sustainability and secondhand shopping.



**DESCRIPTION** ▲

A core essential Frye style, The Melissa Button 2 is crafted to last and takes a cue from classic equestrian style. Crafted of supple leather, this boot offers a contoured, supportive shape finished with the signature Frye button detail.

[See Less](#)

**DETAILS** ▼

**ABOUT THE FRYE EXCHANGE** ▼

Whiskey  
10  
Never Worn

Reconditioned: This item has been professionally inspected and reconditioned to achieve as near to new appearance as possible.

[See Less](#)

**Add to Cart - \$189**

◀ 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 The Frye Exchange

The launch of The Frye Exchange had a profound impact on Frye's business, driving new customer acquisition, boosting e-commerce sales, and enhancing the brand's sustainability credentials.

### Impact Metrics:

#### New Customer Acquisition:

**63%** of resale shoppers were new to the brand, showing the program's effectiveness in attracting first-time Frye buyers.

#### Customer Engagement: **23%**

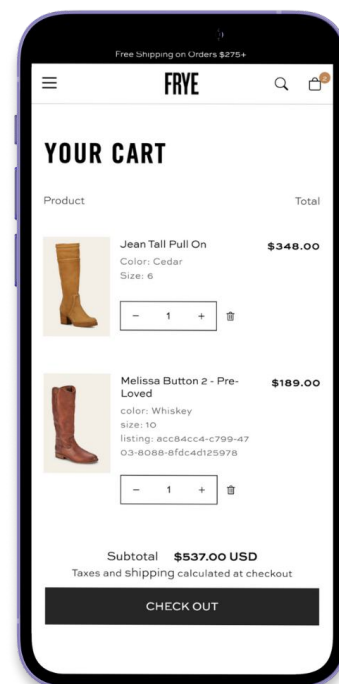
of sellers were reactivated after more than a year of inactivity, indicating strong re-engagement with lapsed customers.

Frye's partnership with Trove showcases how a legacy brand can successfully integrate a resale marketplace that not only supports sustainability but also drives business growth and customer loyalty.

#### Gift Card Redemption and Upsell

**Rates:** Sellers spent nearly **2x** their earned store credit on future purchases, and **34%** of new resale shoppers went on to make a full-price purchase within a year.

**Sustainability:** The Frye Exchange reinforced Frye's commitment to sustainability by offering a platform for customers to extend the life of their Frye products.



**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)