



Like New

Excellent

Good



# FUTURE-PROOF RETAIL

Winning Loyal Customers and Driving Growth with Recommerce

TROV&



# Retail is entering a new era.

Recommerce, the reselling of pre-owned and refurbished items, is reshaping the industry with its focus on sustainability, affordability, and smarter consumption. It's more than a shift in shopping habits – it's a chance for brands to attract new customers, align with evolving values, and build loyalty in ways that traditional models can't.

In this guide, we'll explore how recommerce creates value at every stage of the customer journey and how your business can stay ahead.



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## Why Recommerce Matters Now More Than Ever

Recommerce is a market and environmental necessity. The fashion industry generates **92 million tons** of textile waste annually. Given this stark reality, economically the tide is shifting against constant new production, with nearly **70% of consumers** willing to pay more for brands that prioritize sustainability.

Brands that act early unlock major upsides. Global resale is already a **\$100 billion market**, growing five times faster than retail. By 2030, it's expected to make up **23% of all retail**.

From attracting value-driven customers to strengthening loyalty, recommerce doesn't just support the customer journey – it powers it. Here's how:



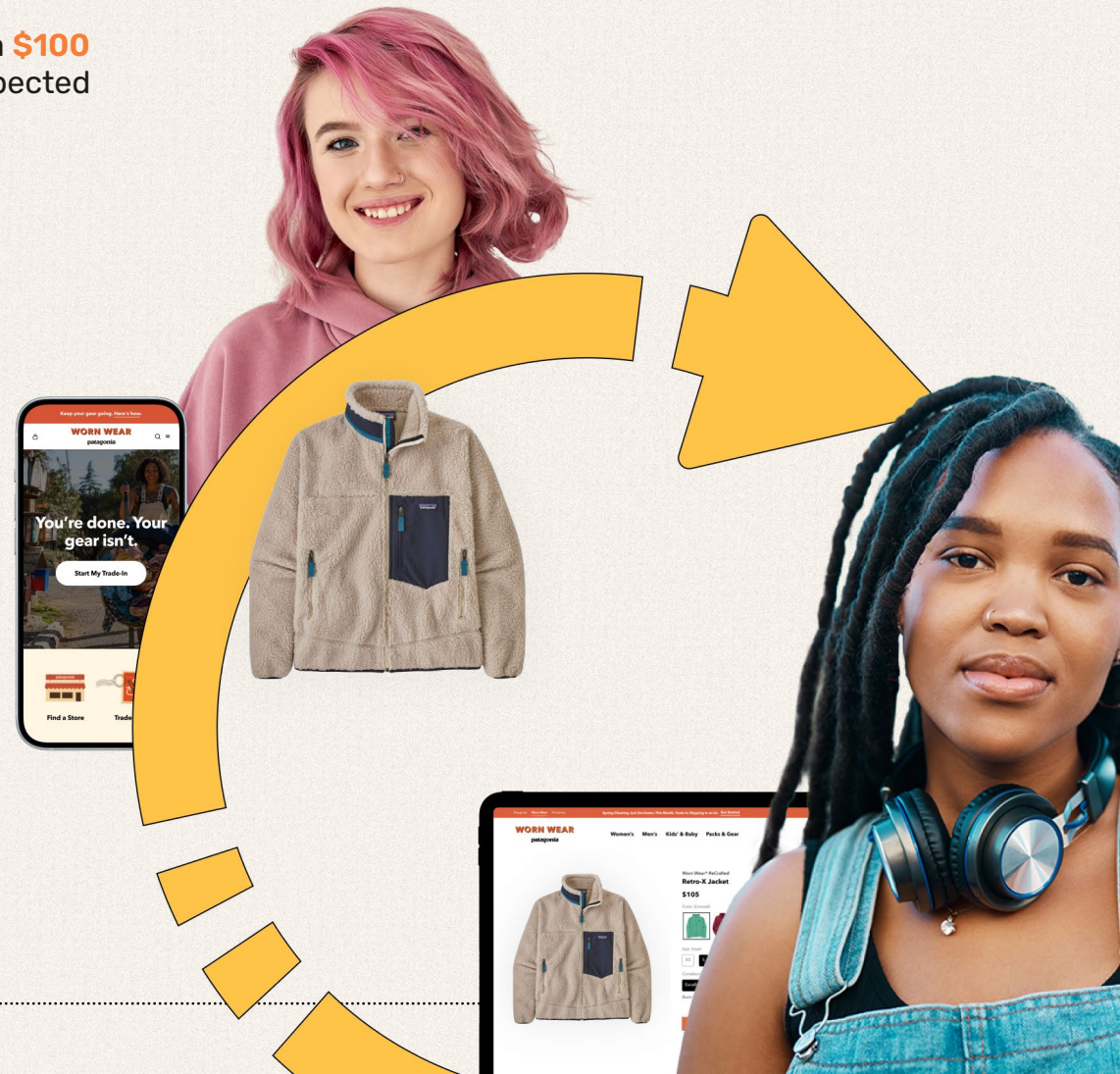
**Customer acquisition:** Win over customers who prioritize sustainability and quality with pre-owned and refurbished offerings.



**Retention & lifetime value:** Build loyalty through trade-in programs and P2P selling, keeping customers engaged long after their first purchase.



**Operational efficiency:** Simplify returns, product pricing, routing, and inventory management, ensuring smooth workflows and fast time-to-resale.



## How brands get started with resale

Whether you're new to resale or looking to scale your program, there are multiple pathways into recommerce, from trade-in programs that solve inventory and return challenges to peer-to-peer marketplaces that build customer engagement.

There's no one-size-fits-all approach – it starts with identifying your biggest pain points and finding the path that best supports your business.

Retail Pain Point	How Recommerce Solves It	Recommerce Entry Points
<b>High customer acquisition costs</b>	Creates a pathway into your brand for a younger, eco-conscious consumer who is more likely to buy for the first time if resale is offered	<b>RESALE SUBSITE</b> <b>TRADE-IN</b>
<b>High rate of returns</b>	Keeps returned inventory circulating and reduces waste	<b>RESALE SUBSITE</b>
<b>Low customer engagement with the brand</b>	Encourages customers to resell brand items as part of a community	<b>PEER-TO-PEER</b>
<b>Low customer loyalty / repeat customer base</b>	Incentivizes customers to earn store credit	<b>TRADE-IN</b> Loyalty-Integrated
<b>Low foot traffic and day-of conversion</b>	Offers customers a new reason to come in, receive benefits, and engage with your in-store experience	<b>TRADE-IN</b> In-Store
<b>Backlog of damaged inventory and b-stock</b>	Provides off-price channel with competitive margin recovery	<b>REPAIR + RESALE</b>

## PART I: CUSTOMER ACQUISITION

# Building a Recommerce Program That Attracts New Customers

Recommerce is an opportunity to engage a whole new type of customer. By offering high-quality, affordable pre-owned items, brands can attract budget-conscious shoppers, sustainability-minded buyers, and those looking for unique finds. It's a win-win: customers get access to premium products at lower prices, and brands build deeper loyalty while reducing waste.



**Provides affordable entry points to premium goods:** Pre-owned and refurbished items offer an accessible way for customers to experience your brand's quality.



**Engages a younger generation:** Gen Z buyers value responsible consumption, and previously-owned products are often more appealing to this growing segment of buyers.



**Elevates brand perception:** Resale options reinforce the perception of your brand's quality and durability. 72% of respondents in Trove's study with FirstInsight said they would be more likely to buy from a brand that offers resale.

## IN FOCUS: CONSUMER PREFERENCES

## 72%

Nearly three-quarters of consumers reported being **more likely to buy from a brand for the first time** if resale was offered.<sup>1</sup>

## 67%

More than two-thirds said they'd be **more likely to make repeat purchases** – whether used or new items – if resale was offered.<sup>1</sup>

## 85%

The share of consumers that have shifted their behavior toward more sustainable purchases in the last five years.<sup>2</sup>



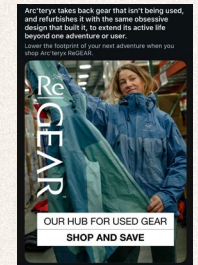
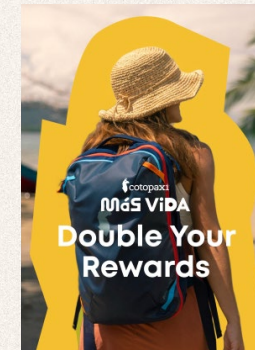
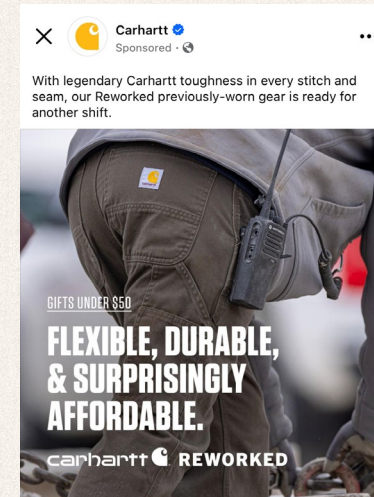
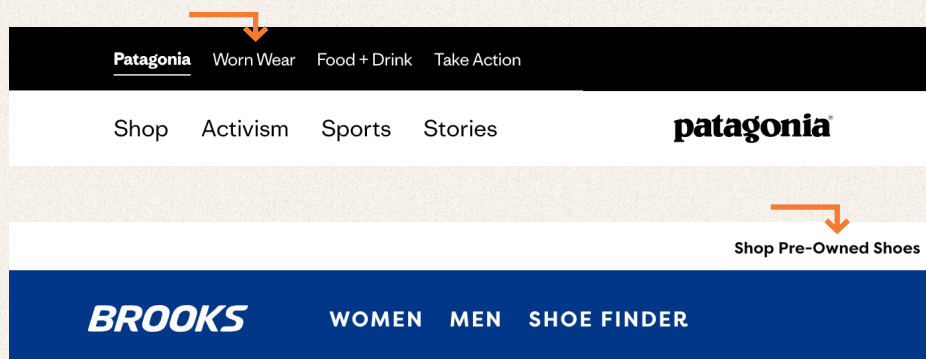
<sup>1</sup>FirstInsight <sup>2</sup>McKinsey

# Six Ways to Drive Customer Acquisition through Recommerce

Let's look at a few actionable ways you can effectively build your resale program.

## Integrate your program into your mainline site

Instead of a separate, hard-to-find page, recommerce should be visible as part of the main shopping experience. Brands like Patagonia, On Running, and Brooks Running prominently link to their resale programs from their primary site, increasing organic traffic and making it easy for customers to explore pre-owned options. Adding a recommerce callout in emails or paid ads further increases visibility and engagement.

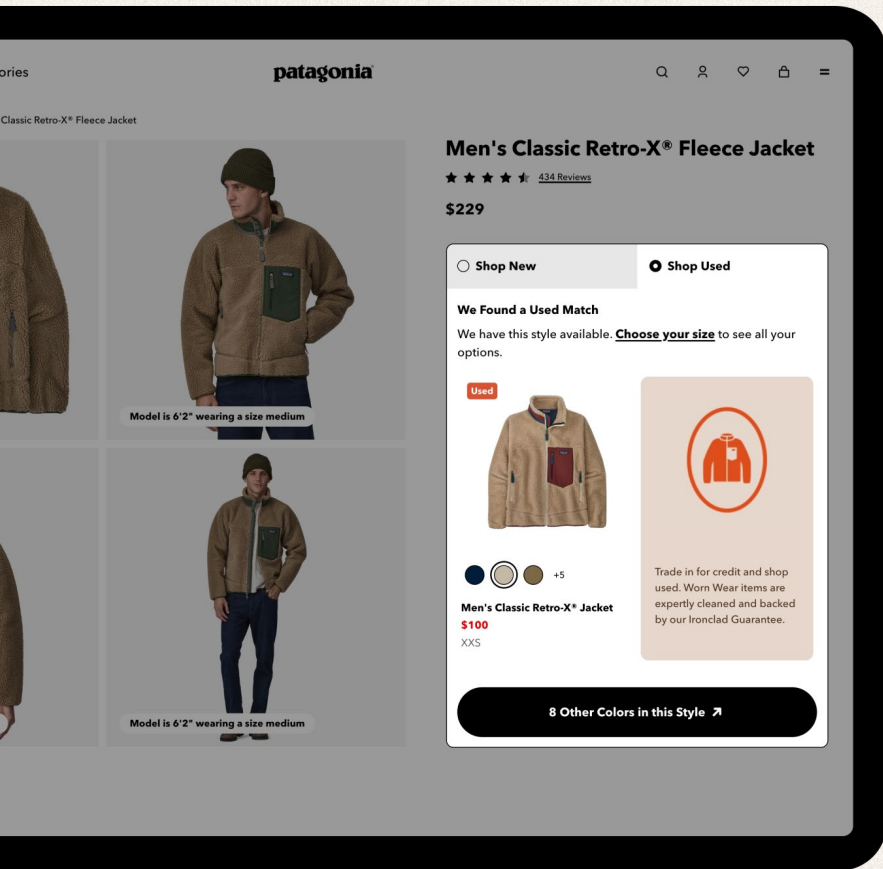


## Use smart promotions to drive traffic and conversion

Brands that successfully attract first-time buyers use a mix of targeted digital ads, influencer partnerships, and referral incentives. Google Shopping Ads featuring discounted pre-owned items are also effective in bringing in customers searching for deals. Carhartt's Reworked program, for example, uses email promotions that showcase re-used workwear based on seasonality and budget.

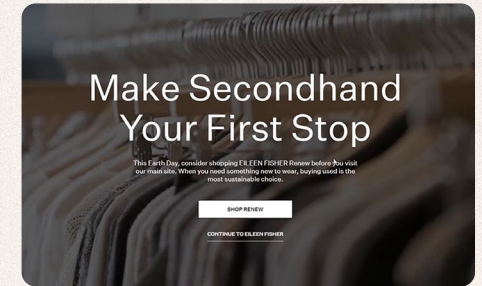
## Seamlessly blend new and pre-owned inventory

Incorporating pre-owned offerings into the mainline shopping experience eliminates friction. By using Trove's **Resale Plugin**, Patagonia allows customers to browse pre-owned options within the new product catalog, making resale more accessible.



## Extend your brand story

Use marketing to highlight how recommerce reflects your brand's values. Arc'teryx's ReBIRD program engages customers by encouraging them to share stories of their adventures with pre-owned gear, building loyalty and a sense of community. Eileen Fisher's RENEW campaign took a humorous approach, launching a campaign across

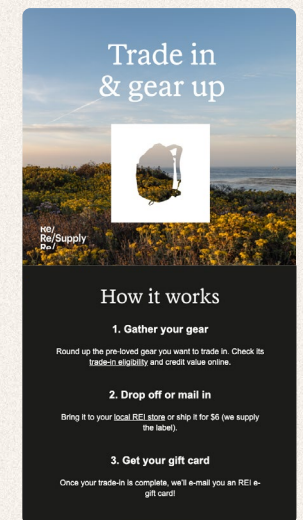


storefronts with the message: *"We'd like our clothes back now. Thank you very much."* A majority of RENEW customers are new to the brand.

## Use an omnichannel approach

Leverage email, social media, and in-store messaging to make recommerce visible at every customer touchpoint. REI's decision to integrate resale into both online and in-store channels drove huge spikes in customer engagement.

Their trade-in program encouraged customers to exchange used gear for store credit, leading to an 86% year-over-year increase in used gear revenue.



## Marry customer experience with smart inventory optimization

Using technology to support your inventory and pricing can improve the customer experience and internal workflows. For example, you can:

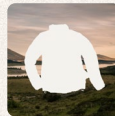
Use performance reporting and **dynamic pricing** to adjust inventory and price based on seasonal trends and supply changes, ensuring offerings remain relevant to customers and **smoothing out peaks and valleys in your inventory.**



Run incentivized trade-in promos before peak seasons to **boost high-demand inventory** and encourage repeat purchases through store credit.



CONVERSION FORECAST  
 <14 Days (90%)



Members, get more for your trade-ins



Highlight top-performing items using a dynamic, data-driven browsing experience to guide customers to products they love.



**STEP 1**  
**COLLECT**  
 Gather your clean, used, durable Carhartt gear that is ready to take on another shift.

**STEP 2**  
**TRADE-IN**  
 Trade-in your gear by mail, or bring it into a Carhartt store for an assessment by our team.

**STEP 3**  
**GET A GIFT CARD**  
 If your gear's accepted, we'll process your trade-in and give you a digital Carhartt gift card.

### TACTIC: PILOTING TO SCALE

#### Carhartt tested its trade-in program in-store before expanding nation-wide

Carhartt kicked off its program with a resale site and a trade-in pilot that included six stores. Four months later they expanded to include trade-in both online and at every store nationwide.



PART II: LOYALTY & LIFETIME VALUE

# Turning Shoppers into Advocates

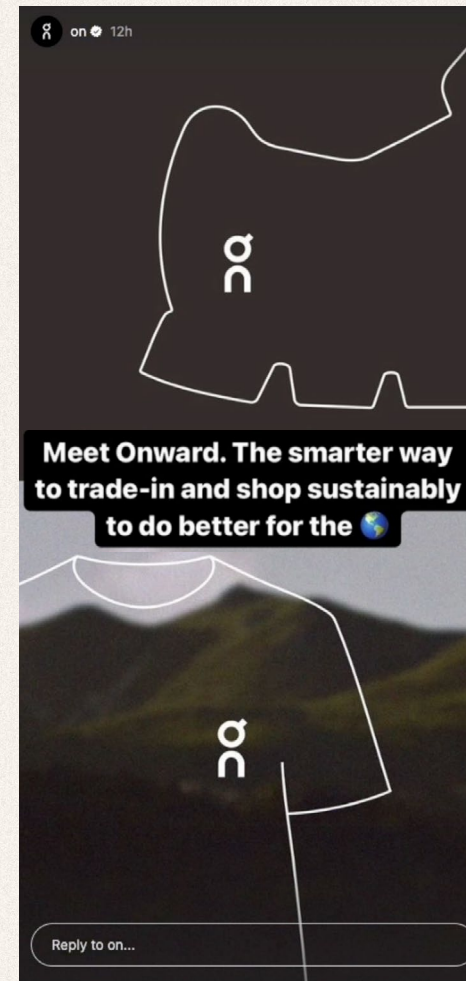
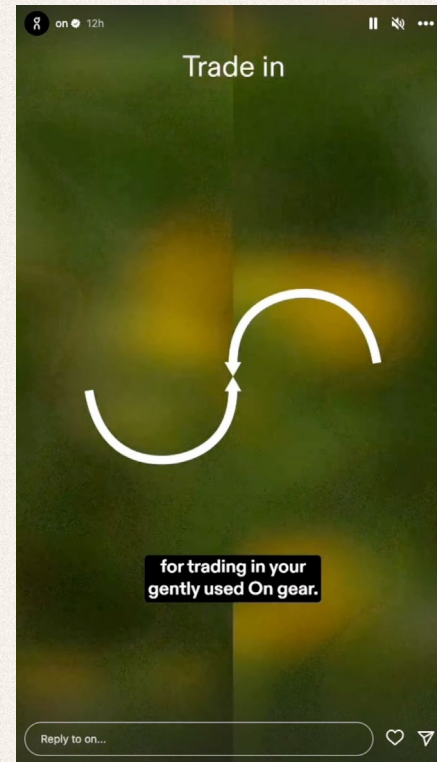
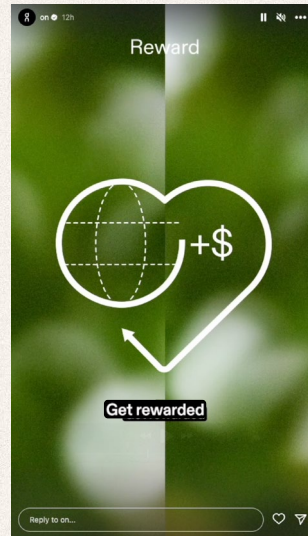
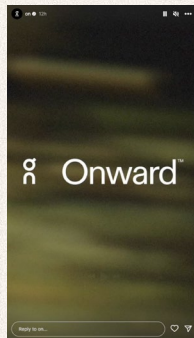
Recommerce isn't just about transactions – it's about creating lasting connections. By encouraging re-engagement through trade-ins, tailored experiences, and peer-to-peer participation, you transform casual buyers into loyal brand advocates.

## Give customers a reason to return

Trade-in programs incentivize customers to reconnect with your brand. By receiving store credit and a sense of sustainability in their decision-making, they're more likely to become a repeat buyer.

## Foster community

Peer-to-peer marketplaces give customers the chance to earn money on the resale of their product – while creating a sense of connection with other fans of the brand.



# Five Ways to Engage Existing Customers with Recommerce

## Create a customer rewards loop with smart incentives

Brands that offer store credit or gift card incentives for trade-ins see higher repeat purchases. (And, not only does this increase sales and LTV but also attracts new customers through the resale of their traded-in items.)

For example, Arc'teryx's ReGEAR initiative invited customers to trade in used gear for store credit. With over 100,000 items processed since 2019, the program not only extended product life spans but also doubled customer loyalty metrics and built powerful new brand affinity.

1. BRING IN YOUR USED GEAR DURING SEPTEMBER FOR AN ASSESSMENT OF ITS LIFE-FORCE. (IN-STORE OR ONLINE.)
2. GEAR STILL FULL OF POTENTIAL EARNS YOU <b>30% BACK</b> , INSTEAD OF THE USUAL 20%.
3. USE YOUR GIFT CARD IN-STORE, ONLINE, AT OUR OUTLET, OR AT THE REGEAR HUB. YOUR OLD GEAR WILL BE REFRESHED AND READIED FOR ITS NEW ADVENTURES.

## Simplify the customer experience

Make trade-ins as seamless as possible by offering both in-store and online options. Brands like REI highlight trade-in benefits at checkout, reinforcing the ease of recommerce at every touchpoint.



## Connect resale with loyalty

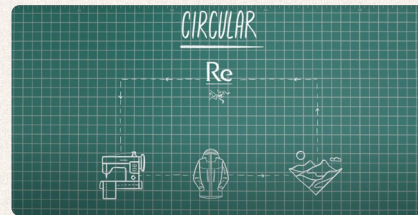
Michael Kors incorporated recommerce into its VIP loyalty program, where resale customers join the program for awards and benefits connected to their resale experience, creating **exclusivity and long-term engagement.**

We've made it easy for **KORSVIP** members to sell their gently used Michael Kors items for store credit.

[LIST AN ITEM](#)

## Highlight trade-in as the easy, smart choice

Market the advantages of trade-ins in your customer communications, such as reducing waste and upgrading to newer models. Arc'teryx's trade-in page features videos explaining how the program works, reinforcing trust and engagement.



**LE RESALE IS HERE**

*and we wanted to give a week of early access to our best customers.*

[VISIT LE RESALE](#)

We are so excited to launch "Le Resale" — our in-house marketplace for buying & selling pre-loved Clare V. Find gems from past seasons or trade in your vintage CV for 100% credit towards your next purchase.

[SELL YOUR CV](#)

## One Year Down

365 days of keeping quality in circulation, with a lifetime to go—bringing you refreshed styles with enduring craftsmanship.

SHOP EDITOR'S PICKS



## Personalize your offers

Personalized marketing not only delivers more engagement – but it shows customers you're committed to their brand experience. Eileen Fisher uses smaller, targeted email lists to highlight materials and colorways that resonate most with customers.

Another Trove brand sends anniversary emails to celebrate the buyer and share new offerings.

### IN FOCUS: P2P

## Turn Your Customers into Sellers with Peer-to-Peer Resale

A peer-to-peer marketplace lets customers buy and sell pre-owned items within your brand's ecosystem, keeping them engaged while you stay hands-off on inventory.

Instead of managing all resale stock, **brands empower their customers to drive transactions**, fostering a stronger brand community and keeping products in circulation longer.

PART III: AUTOMATION

# Automation is the Backbone of Scalable Recommerce

Efficient recommerce relies on streamlined operations – and automation is the key to scaling without adding operational overhead. Retailers that automate processes like product sorting, grading, and inventory routing see **faster turnaround times and greater profitability**. Technology allows brands to remove manual inefficiencies and create better customer experiences. Read on for **three ways to automate for easier scale and faster impact**.

## Automate trade-in and resale workflows

Brands using automated grading tools and dynamic pricing models can quickly assess resale value and route items to their next lifecycle stage. Not only does this improve efficiency, it drives greater conversion on your recommerce site – Trove partners have seen a **20% increase in GMV**.

### Supply Sources

- ..... Mail-In Trade-In
- ..... Store Trade-In
- ..... P2P
- ..... Customer Returns
- ..... B-Stock
- ..... Refurbished

### Disposition Channels

- ..... Resale Site
- ..... Mainline Site
- ..... Marketplaces
- ..... In-Store
- ..... Cleaning & Repair
- ..... Recycling

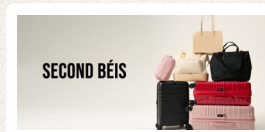
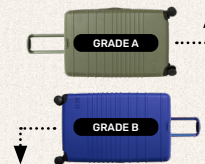
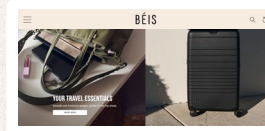
## Partner with experienced logistics providers

Brands that integrate logistics automation into their recommerce process, like Trove partner Cotopaxi, achieve faster reselling speeds while minimizing environmental impact. Cotopaxi's Mas Vida program efficiently routed trade-ins and repairs, **keeping nearly 10,000 pounds of material out of landfills in just two months**.



### Eyeing A New Allpa?

Trade in your old Allpa and get credit towards an all-new Allpa with fresh features and a more ergonomic design.




## Leverage performance data for inventory and routing optimization


Predictive analytics helps retailers match pre-owned inventory with customer demand, ensuring the right products are available at the right time while optimizing fulfillment. By focusing on automation at every step of the logistics process, you'll enable your program to scale seamlessly while maintaining high standards of efficiency and customer satisfaction.


**IN FOCUS: ReWMS**

**Meet Trove's  
Recommerce WMS**

Trove Recommerce WMS was built to push the resale industry forward and unlock more flexibility for brands. Deployable in any facility, ReWMS is a **SaaS-based suite of applications covering all aspects of resale operations.**

- 

Run end-to-end resale operations out of **any brand or 3PL facility**
- 

Process and condition-grade used items **quickly and objectively**
- 

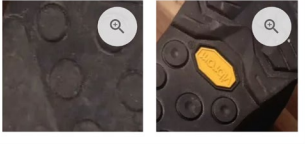
Use Trove's resale algorithms and rules engine to **route every item to its ideal selling or disposition channel**

Trove Recommerce WMS helps brands expand their reach, deepen customer loyalty, and unlock the full potential of circular retail – all while building a future that values smarter consumption.

Common flaws for this item

- 1 Tread wear
- 2 Creasing
- 3 Discoloration

1 Minor tread wear



→ Go to the next step

**AUTO-GRADE**

**GRADE B**

<b>DEMAND FORECAST</b>	<b>SELLING CHANNEL</b>
Probability of sale in 90 days is <b>greater than 90%</b>	Resale Subsite

**Driving Growth  
Through Recommerce.**

Recommerce isn't just a shift in retail – it's a powerful engine for growth. By embracing pre-owned and refurbished products, your brand taps into a rising demand for sustainability and quality. Beyond driving sales, recommerce strengthens customer connections through meaningful trade-in and peer-to-peer interactions that keep shoppers engaged long after their first purchase.

But, to make recommerce work effectively for you, brands must pair innovation with automation. Scalable logistics, data-driven insights, and customer feedback are the keys to refining operations and staying ahead of shifting consumer expectations. To do this, brands need the right recommerce technology partner in place to support their full customer journey.

**Ready to learn more?**

Visit us at [www.trove.com](http://www.trove.com) to schedule a platform demo.

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