



1. Get an Estimate

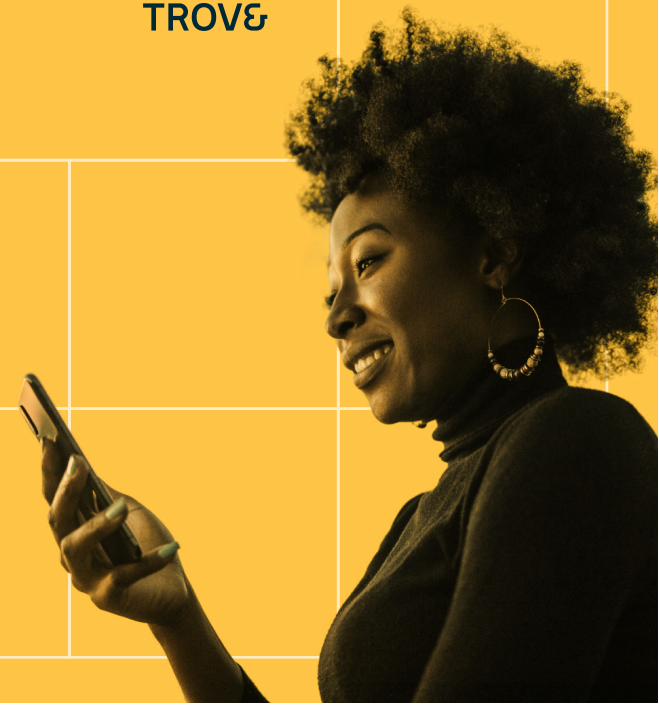
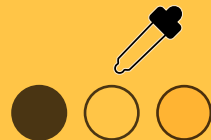
2. Trade It In

3. Earn Credit

# THE RESALE MESSAGING GUIDE

Strategies to fuel both supply and demand for your recommerce business

TROV&



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## Section 1

# Why Messaging Matters

The success of your resale program doesn't just depend on logistics – it depends on **how you talk about it**.

Whether you're inviting customers to trade in, list their items, or shop secondhand, your **messaging directly impacts participation**. It's the difference between a program that gets buried in your footer and one that becomes a meaningful part of the customer experience.

Clear, **compelling copy (and design!)** builds trust, communicates value, and removes friction from both sides of the resale equation. This guide is designed to help you make resale visible, valuable, and effective, through better messaging at every step.



## *Buy Pre-loved*

Our official destination to shop pre-loved items. Discover a range of styles, pre-loved and ready to rock. From current designs, classics you know and love, and treasures from the past you thought you'd never see again.

[EXPLORE NOW](#) 149[Trade-In Now](#)



## Section 2

# Why Supply and Demand Messaging Needs to Work Together

Resale only works when both sides of the engine are moving. You need a **steady flow of inventory**, from trade-ins, returns, or peer-to-peer listings, and a **clear path to purchase** for buyers discovering those pre-loved items.

Great resale messaging connects the loop. It rewards sellers in a way that brings them back to shop, and it frames shopping resale as part of a bigger story – one where **customers are contributing to circularity**, not just hunting for deals.

The best programs blur the line between supply and demand:



Trade-in credits feel like **shopping currency**

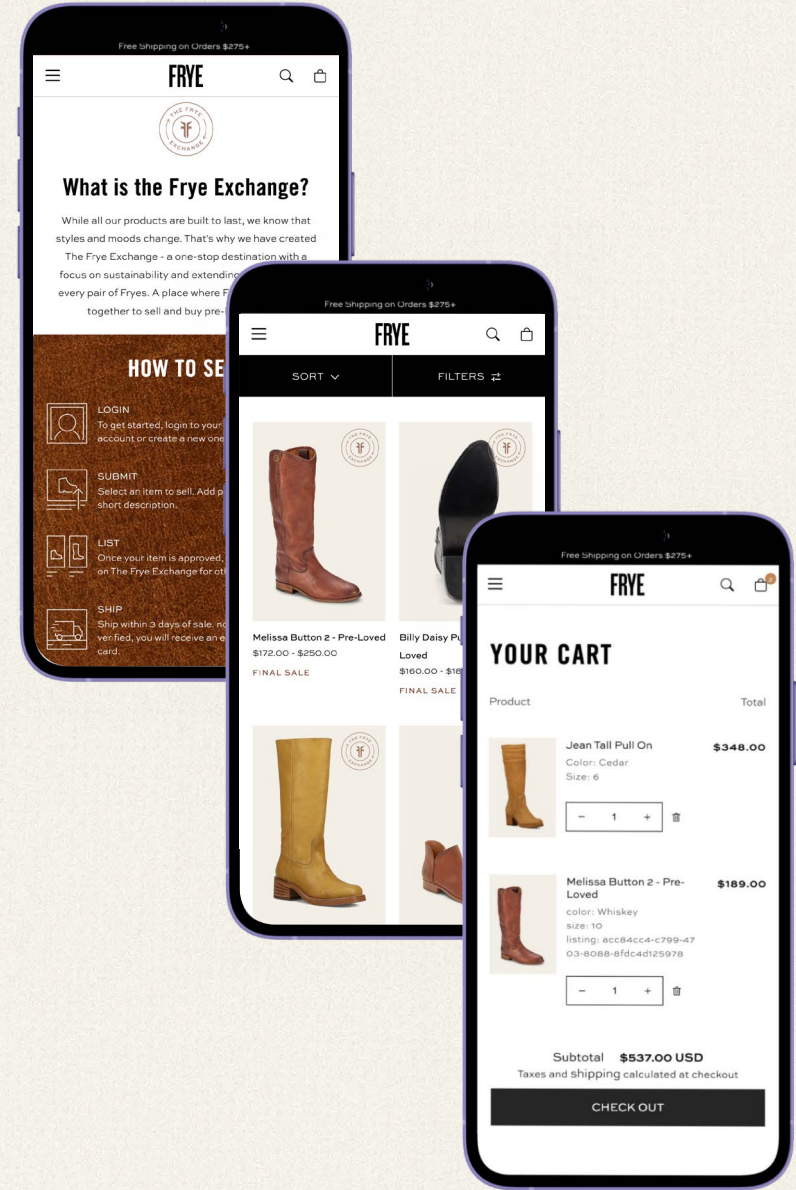


Resale listings live **alongside** new inventory



Messaging reinforces a **shared brand mission**, not a separate experience

Let's look at specific messaging strategies for each side of your interconnected marketplace.





## Section 3

# Getting Sellers Engaged

To keep resale flowing, you need inventory. That means **encouraging customers to trade** in items they've worn and loved, list pre-owned goods, or turn returns into resale opportunities. The most successful brands start with messaging that's clear, compelling, and reward-forward.

## Lead with what they get

The value exchange should be unmistakable: what the customer gives and what they get in return. Avoid generic CTAs like "Start a trade-in." Instead, use bold, benefit-driven language that centers on rewards, credit, cash, or discounts.

### SELLING?

Sell and ship your vintage Clare V. directly to its next owner. Receive 100% credit towards future full priced purchases and support the circular economy.

Login or create an account now to start selling.

[SELL NOW](#)[LEARN MORE](#)

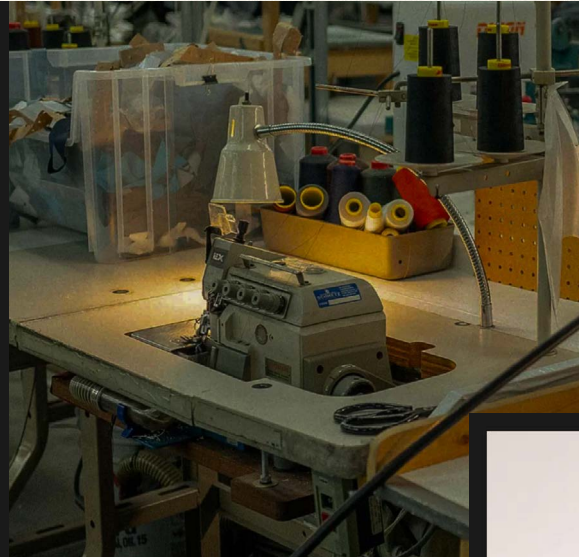
**Clare V.** highlights the ease of selling and the full-value incentive of its peer-to-peer marketplace in one straightforward message.



## How TRADE-IN works

Bring your eligible, used Arc'teryx gear to a store or mail it to us. You'll receive a credit worth 20% of the original retail price, and we'll ensure the item gets a second life.

TRADE-IN is only available in Canada and the US.



## Communicate the benefits

**Arc'teryx** not only communicates the benefit of trade-in through its ReBird program (20% credit off the original retail price) but they also showcase examples of products and what you'd receive.



Atom Hoody Women's

Trade in credit up to: \$60

## THE FRYE EXCHANGE

Fall favorites lived in and loved. Built to last.

BUY PRE-LOVED

SELL PRE-LOVED



## 5 STAR FALL REFRESH



I had a pair of Frye boots I loved that just didn't fit my style anymore. I traded those in on the Exchange and these shoes popped up on sale and I jumped on them. They fit perfectly. Highly recommend!

## Include Social Proof

**Frye** includes testimonials from users of its Exchange in promotional emails – letting the customer speak for themselves to a community of peers.



## Go Beyond Sustainability to Impact

Your customers want their actions to count. Messaging that ties trade-ins or secondhand purchases to clear environmental outcomes turns participation into purpose. The most effective examples don't just say "it's sustainable" – they show how and why.

**Eileen Fisher** quantifies the impact with an informative infographic and the message: "We're taking our clothes back, over 2 million pieces since 2009, to be resold, donated or remade into new designs. It's all part of our vision for a future without waste."

Big numbers create credibility and give customers a real sense that their single action is part of something meaningful. It's not just green messaging, it's a community of impact.

### The Breakdown: 2 Million Garments

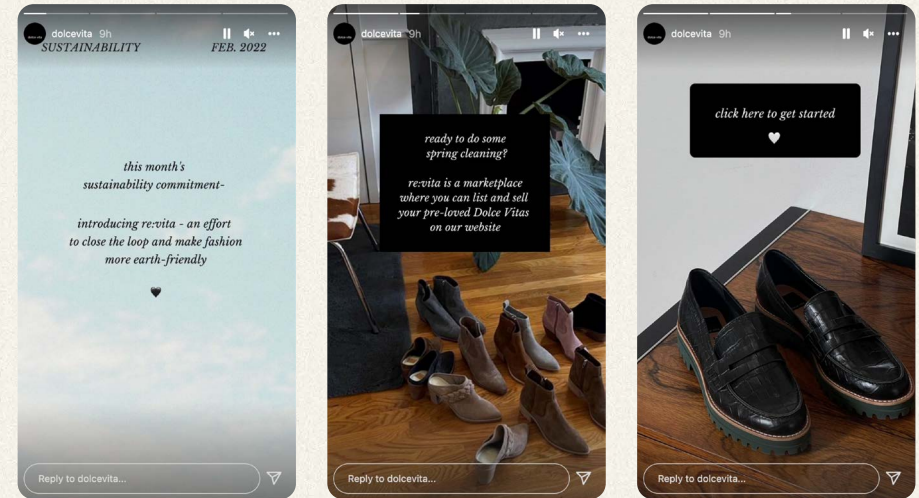
You brought back your EILEEN FISHER clothes. Here's what we did with them:

# 2,034,710

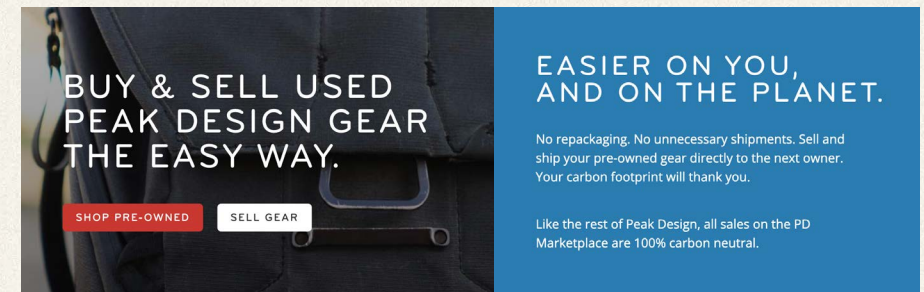
Total number of garments we've taken back (as of press time) since 2009.

# 660,885

Total number of gently used garments we've resold since 2009.



**Dolce Vita** launched their resale program "Re-vita" on Instagram – with concise, engaging language that drives home the brand's commitment to circular fashion.

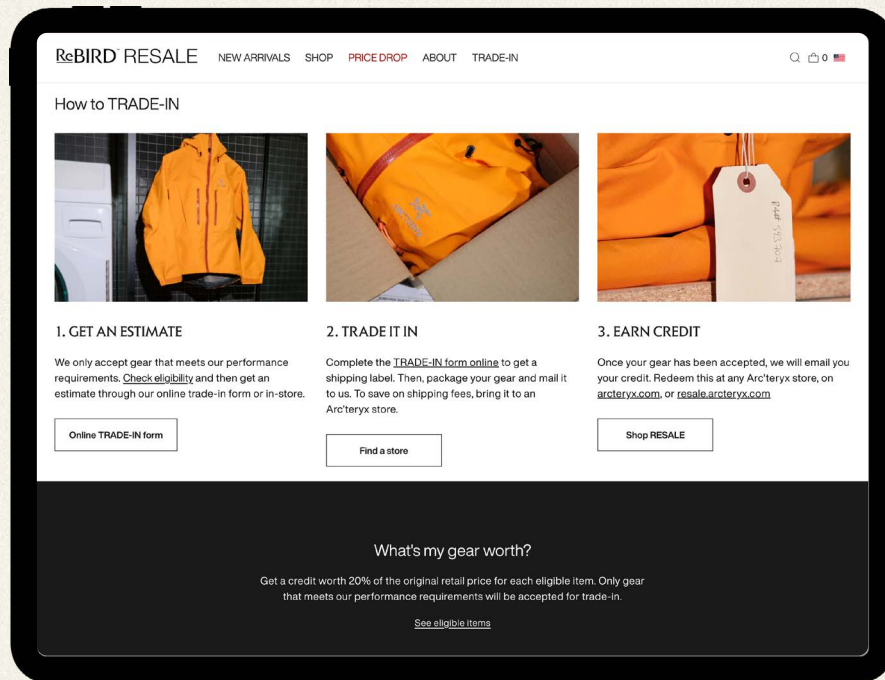


**Peak Design** goes beyond general sustainability claims, and explains how its resale operations are designed for low impact. That aligns operational transparency with customer values.



## Build Trust by Explaining the Process

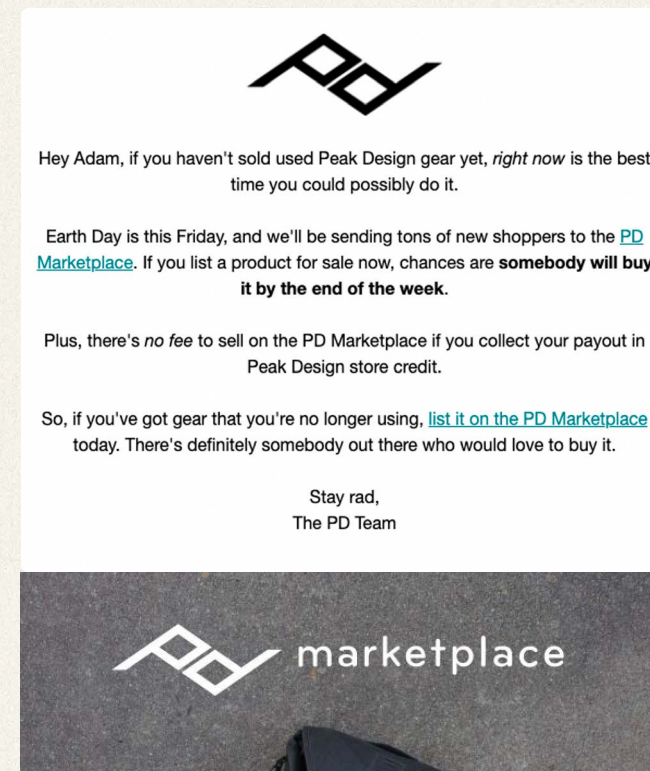
The more customers understand what happens to their items, the more likely they are to participate. Use messaging to eliminate ambiguity, set expectations, and build confidence.



**Arc'teryx** explains their process in three simple steps. The simplicity and rhythm of the three-step structure is part of what makes it sticky.

## Run Seasonal Campaigns

Seasonal moments are prime opportunities to spotlight resale. Timed campaigns help create urgency, align with values like sustainability, and reframe resale as part of a fresh, intentional shopping cycle. Whether it's Earth Month, or a spring closet cleaning, these moments give customers a reason to engage now, not later.



**Peak Design** ran an Earth Day campaign encouraging customers to sell their gear, reminding them that items listed during the promotion were likely to sell quickly.



## Celebrate Contributions and Build Loyalty

Once a customer has engaged in your program, don't let the story stop. Messaging that thanks, rewards, and recognizes resale participants helps turn one-time sellers into brand advocates.



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

VISIT LE RESALE

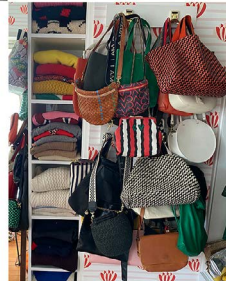


We are so excited to launch "Le Resale"—our in-house marketplace for buying & selling pre-loved Clare V. Find gems from past seasons or trade in your vintage CV for 100% credit towards your next purchase.

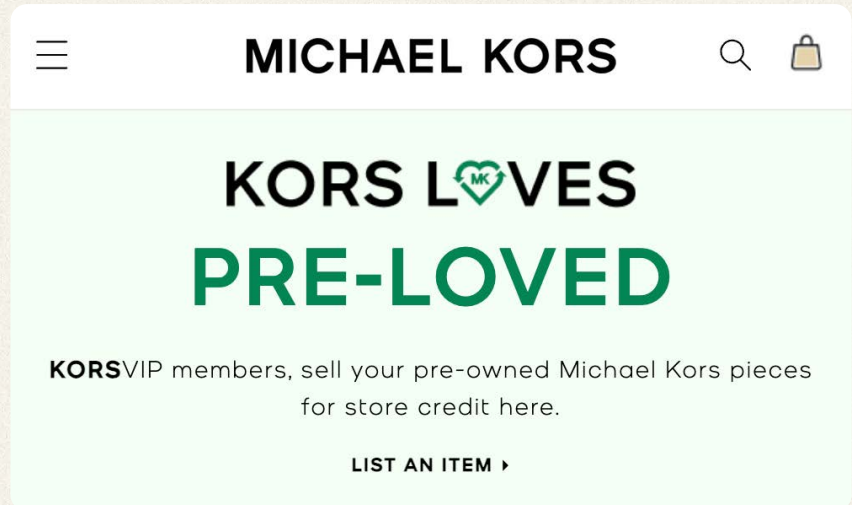
SELL YOUR CV

Vintage shopping is close to our hearts—we love searching for those magic pieces, and we love sending our no longer worn items off into the world knowing they will be treasured by others. Le Resale can be a new addition to your shopping rounds....

SHOP PRE-LOVED CV



**Clare V.** launched its resale program with a splash by giving early access to its best customers. They also asked for feedback from customers to help build the best possible program.



**Michael Kors** integrates its peer-to-peer marketplace directly into its VIP loyalty program. This is a masterclass in turning resale into a status-building action. Instead of framing trade-ins as a utility, it's a privilege tied to perks — one that makes the customer feel like an insider.



# Brand Positioning – Integrated or Distinct?

A key decision when launching resale is how to position it: **Should your resale experience feel fully integrated with your main brand, or stand apart with its own identity?**

There's no universal answer. The right approach depends on your goals and how you want customers to engage with both new and pre-loved products. Brands generally fall into three categories:



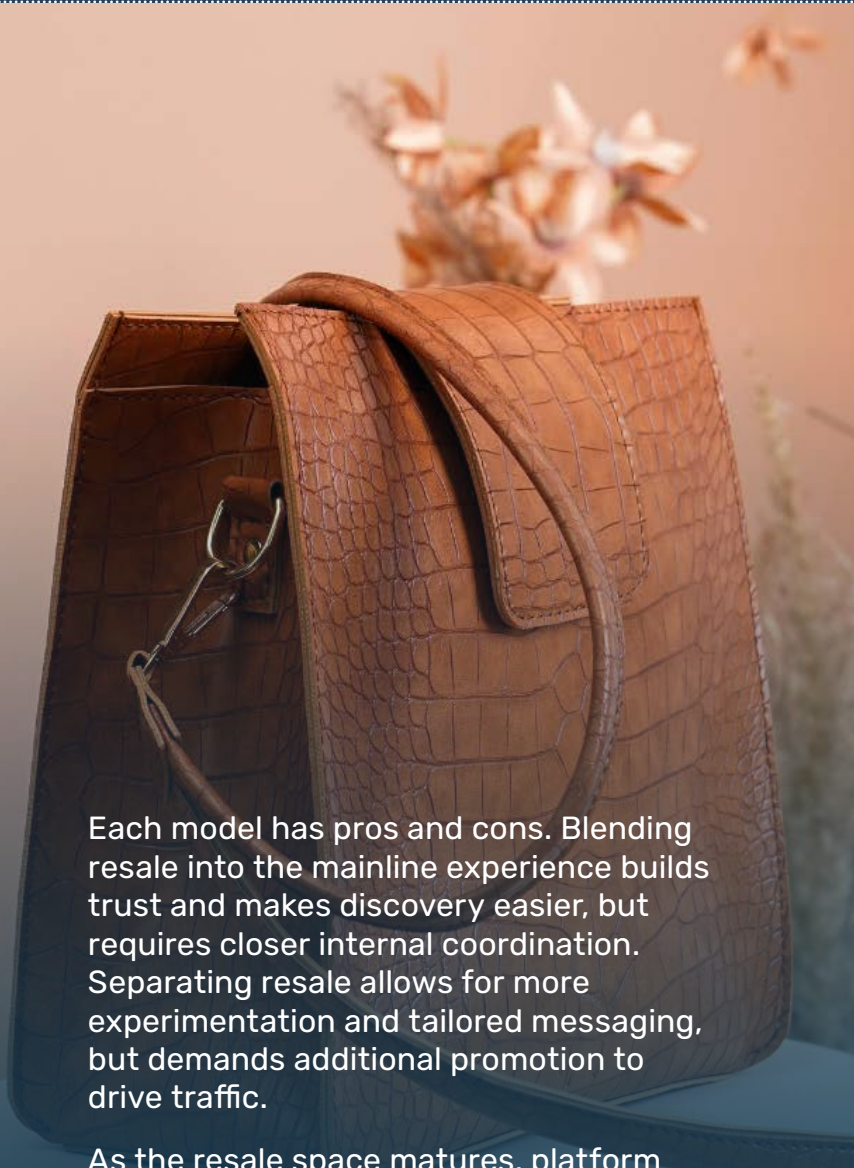
**Fully integrated:** Resale lives within the main site and mirrors the core brand's voice and design. It offers a seamless customer experience and reinforces brand loyalty.



**Branded but separate (most common!):** Resale has its own site, but maintains consistent branding. This offers more flexibility while preserving trust and recognition.



**Marketplace-based:** Resale takes place on platforms like eBay. While this expands reach, it creates a more detached brand experience and limits control over presentation.



Each model has pros and cons. Blending resale into the mainline experience builds trust and makes discovery easier, but requires closer internal coordination. Separating resale allows for more experimentation and tailored messaging, but demands additional promotion to drive traffic.

As the resale space matures, platform choice and level of integration matter more than ever. The key is aligning your resale strategy with your brand goals.



## Section 4

# Converting Buyers to Resale

Getting resale inventory is only half the equation – brands also need to **create demand**. The way resale is positioned, presented, and promoted directly impacts whether customers see it as a compelling option or a second-tier afterthought.

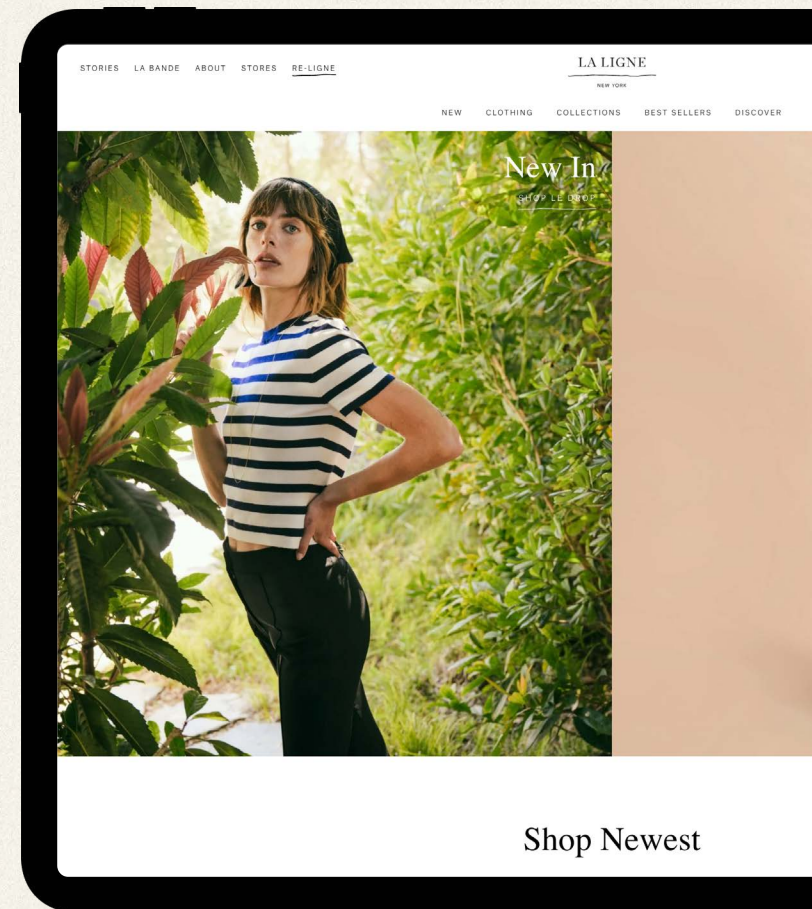
**Smart messaging** treats resale as an integrated part of the brand experience: easy to find, worth exploring, and aligned with customer values like quality, uniqueness, and impact.

From easy navigational links to personalized nudges, every touchpoint is **a chance to shift perception** and convert shoppers into resale buyers.

## Make Resale a Visible Part of the Brand Experience

Customers shouldn't have to dig to find your resale program. Messaging should clearly position resale as a natural, elevated part of the shopping journey.

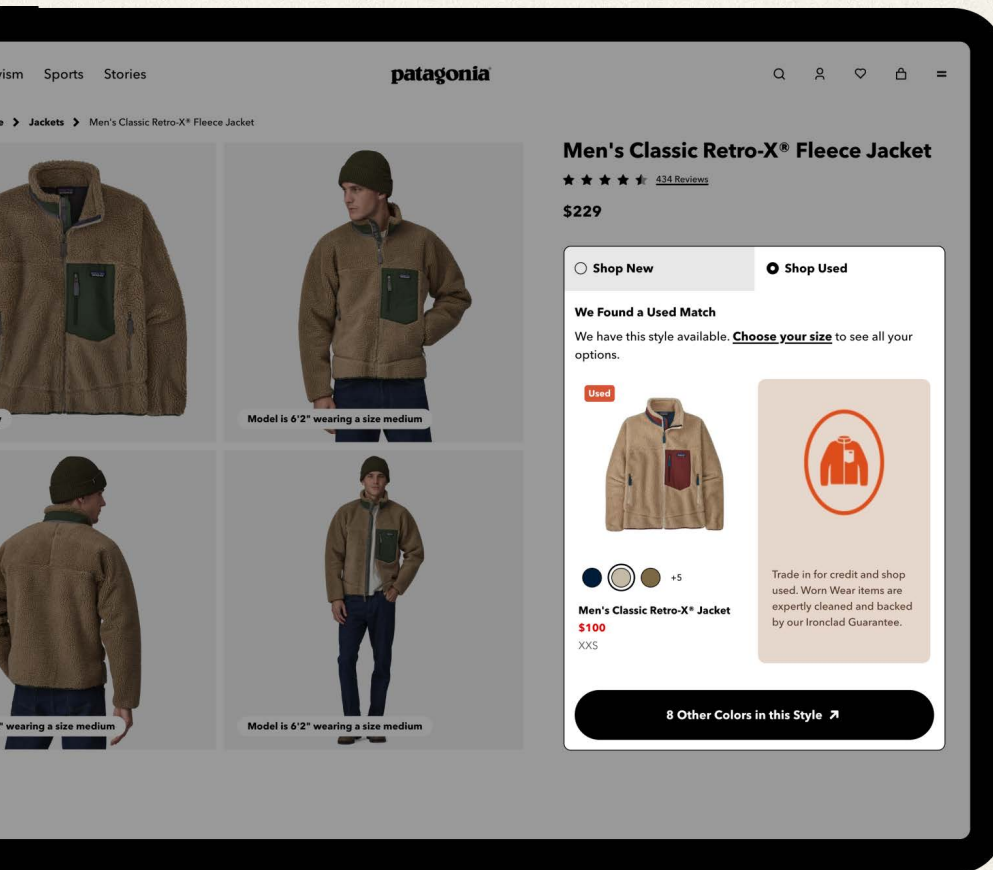
**La Ligne** includes "Re-Ligne" as a dedicated tab in the main navigation. It gives resale equal billing with new inventory and introduces it as a branded experience. The name and placement reinforce that resale is part of the brand's long-term identity, not a temporary initiative.





**Patagonia** shows pre-owned items directly alongside new products. This integration (using Trove's plugin) works because it treats resale as a default part of the shopping journey, not a detour. Customers browsing a product can immediately see if a used version is available.

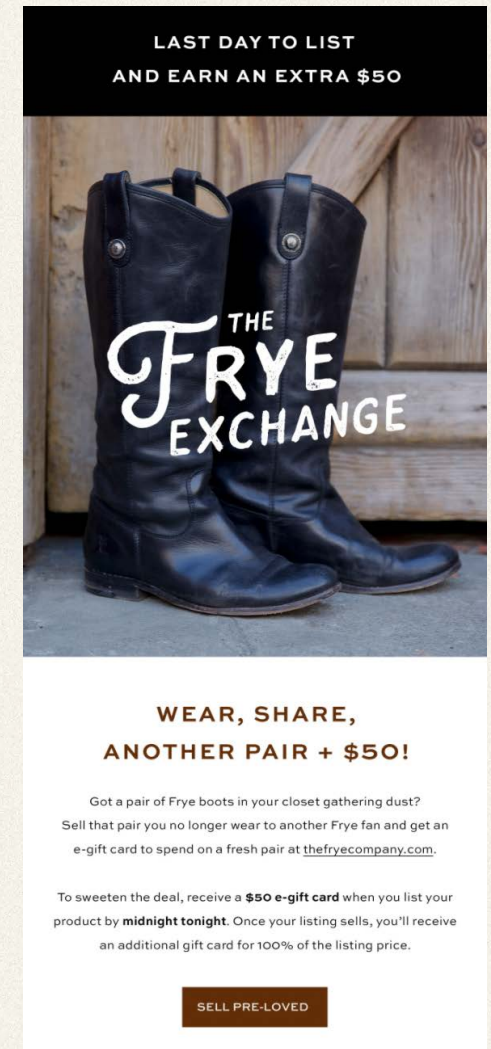
This kind of frictionless UX makes it easier to choose resale and subtly elevates its value by presenting it as a first-class option.



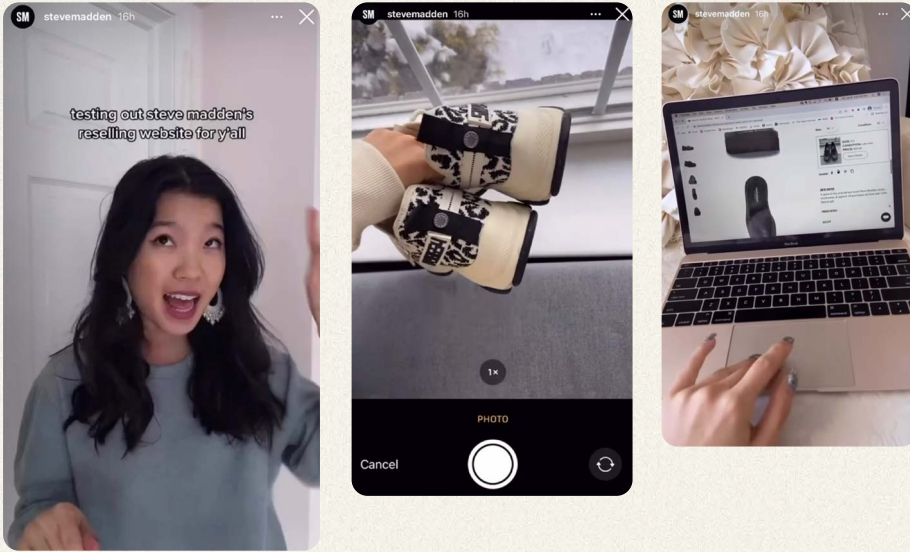
## Emphasize the Emotional Upside

Resale isn't just about savings or sustainability, it's about feeling good. Messaging that taps into emotion (pride, purpose, uniqueness) can shift resale from a practical decision to a personally meaningful one.

**Frye's** says "do something good for your closet and the planet" – bringing together the benefit and emotional upside for their customers in a buying push.







## Leverage external voices

Sometimes the most powerful message doesn't come from the brand itself. Influencers, creators, and community advocates can lend authenticity and reach, helping normalize resale, build trust, and spark curiosity among new buyers.

**Steve Madden** uses influencers to test out its resale program and leave reviews of their experience using Instagram stories and reels.

## Build trust in quality

Trust is one of the biggest barriers to resale. Shoppers need clear signals that secondhand doesn't mean second-best. Messaging that highlights product care, durability, and brand-backed guarantees helps bridge that gap. When brands showcase how items are cleaned, inspected, or certified, it reassures buyers that what they're getting is built to last.

**Cotopaxi** uses transparency to drive trust in its Mas Vida resale program, explaining its CO<sub>2</sub>-saving cleaning process: "We wash everything for Cotopaxi Mas Vida in a washing machine using recycled liquid CO<sub>2</sub>, collecting microfibers, and requiring minimal energy."



### How We Clean Pre-Loved Gear

Washing clothes & packs with no water? It can be done, thanks to the trailblazing technology of our partner Terasus. They wash everything for Cotopaxi Mas Vida in a washing machine that uses recycled liquid CO<sub>2</sub>, collects microfibers, and requires minimal energy.

[CHECK IT OUT](#)

**Cotopaxi** also offers a "Guaranteed for Good" policy to show it firmly stands behind the trade-in experience and the quality of secondhand goods. If there's a problem with Mas Vida gear, they will repair it, replace it, or credit your return.



# Let Design Do the Talking, Too

Design plays a key role in how customers perceive the value of resale. The right visual approach makes secondhand feel just as **premium**, **intentional**, and **trustworthy** as new.

Make sure your resale program communicates value through:



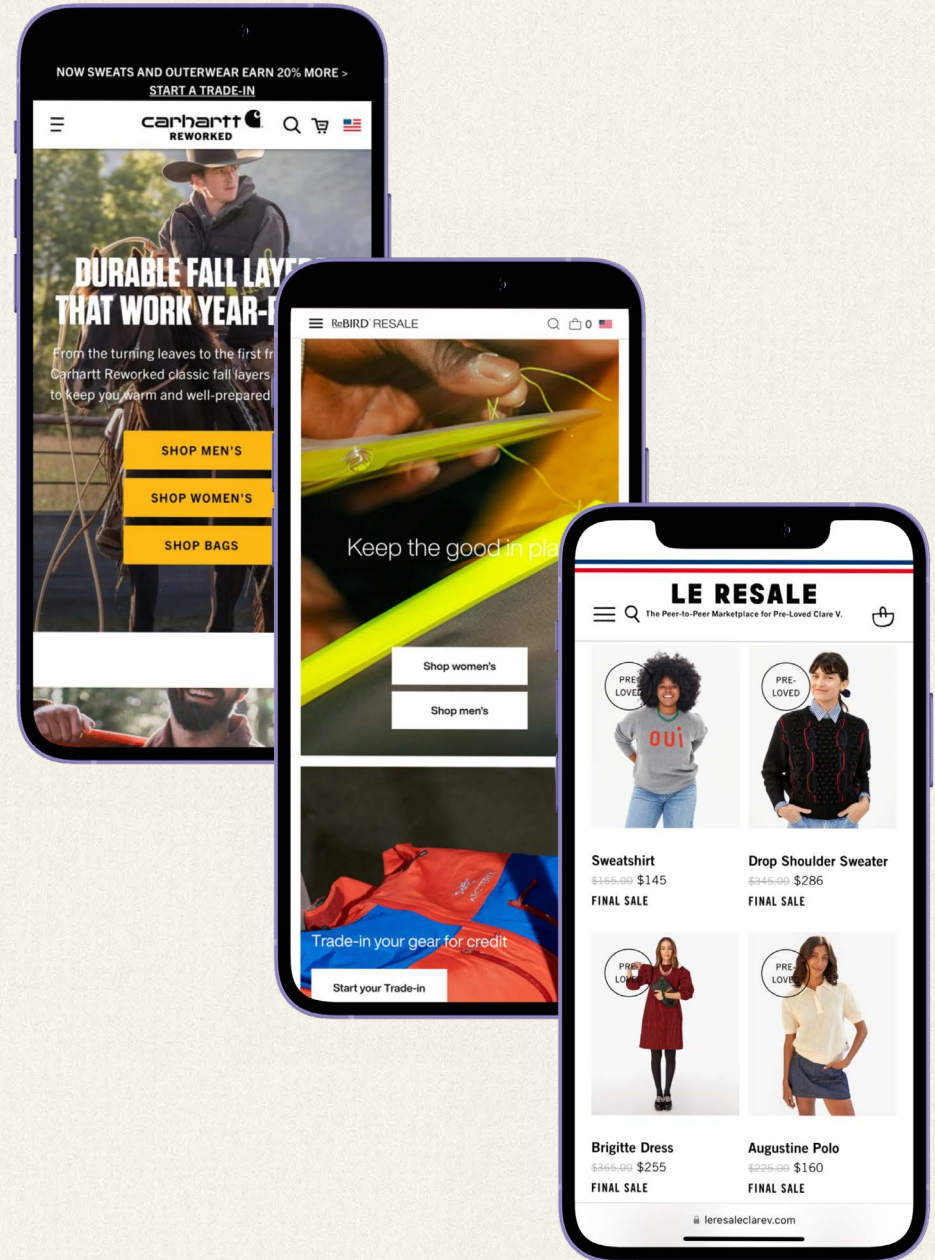
**Confident, brand-aligned design** that matches the look and feel of your main site, reinforcing that resale is part of the core experience



**Visual cues like badges, banners, and icons** that clearly call attention to resale items across product grids, PDPs, and cart flows



**High-quality photography and thoughtful layout hierarchy** that help customers quickly assess item condition, pricing, and key details





# Messaging Doesn't Just Support Resale - It Powers It

The way you position, describe, and support your resale program directly influences whether customers engage once or become repeat participants. Great messaging makes resale feel intuitive, rewarding, and aligned with your brand's values. It builds trust where there might be hesitation, curiosity where there might be indifference, and turns everyday actions, like trading in or browsing secondhand, into something customers feel proud to do.

Whether you're building trust through transparency, driving urgency with seasonal campaigns, or simply making resale easier to find and understand, every word and design choice matters.

**Want to learn more on how Trove powers branded resale for leading retailers?**

Visit us at [www.trove.com/contact-us](https://www.trove.com/contact-us)





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