



PRELOVED

CLOTHING MARKET

Guide to Selling



A guide to having a successful stall

Nine tips for selling your preloved clothing collection.

1. Attract your shopper

Ideally your pieces will be ironed and crease-free. Decide whether your items are better displayed on hangers, folded on a table or in a bargain tub/box.

Clothes that can be hung are more easily seen at a glance and a row of colour can look enticing.

Piles of clothes on an overloaded table can be daunting to even the most enthusiastic hunter (especially if there are lots of other shoppers rummaging). Your shopper may move on.

Consider featuring a special, eye-catching or unique piece. If you can get hold of a mannequin it's a great, fun way to show off your pieces.



2. Increase your chances for sales with clean and attractive items

Cast a critical eye over your pieces as though you were buying it yourself.

Ensure there are no holes, runs, pulls, stains, broken zippers, missing buttons, dropping hems, or items that have had alterations. Also, make sure it's not looking too worn.

3. Consider what you're selling

Ask yourself whether you would buy it in the condition it's in? Be known for quality kit!

4. Labels get the looks

A browsing shopper likes to easily see the item's price as they may feel more comfortable not having to ask.

Consider individually tagging your pieces or having one visible sign offering 'all \$10' for example. A combination works well depending on your pieces.

Labelling can make it easier not only for your shopper but for you too. Especially when your stall gets busy.



5. Consider your price points

Your pieces are preloved and your shoppers are after quality pieces at a bargain. When pricing, consider the history of your item – is it a designer label, is it a popular brand, is it retro or vintage, or is it currently fashionable.

Clothing at the Preloved Clothing Market sells better when priced between \$5 and \$30. Although items priced anywhere between \$30 and \$100 do sell on occasion depending on their label or uniqueness.

If you have pieces you want to sell at these higher prices – such as high-quality designer labels, unique vintage or the such like – bring them along. Bear in mind though that your item may reach a higher price somewhere like eBay.

As a rough guide, price your pieces at no more than 30% of what you paid for them new.

6. Be open to negotiation!

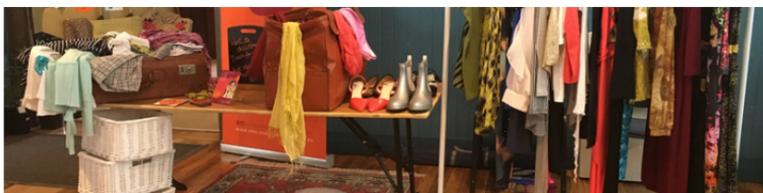
Everyone likes a special deal. Be open to discounting if a shopper is keen on more than one of your pieces. It's a great incentive for shoppers and helps you turn your items into cash more quickly.

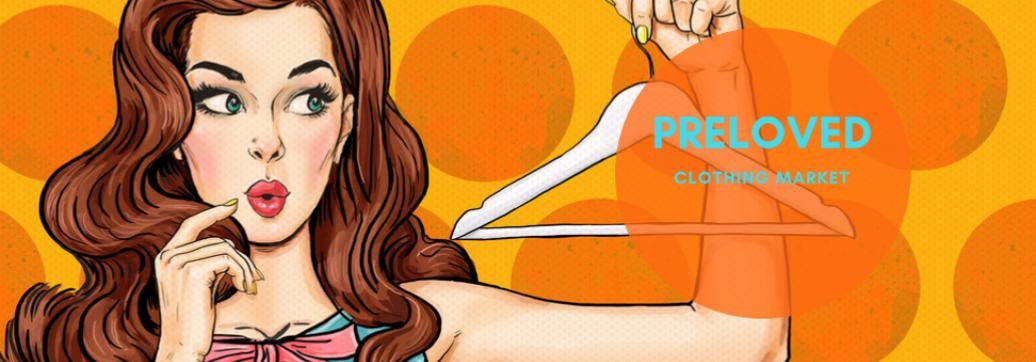
Often a shopper is more nervous about asking for a discount than you are asking for the money. Haggling can be all part of the fun.

7. Make life easier on the day

Bring whatever makes it easier for the shopper and you on the day: some coinage; a bum-bag or cross-chest bag to hold your change and takings; a bag of tricks - pens, sticky tape/blue tack, labels/tags, coloured paper for signs, table cloth, display boxes/tubs and recycled plastic bags.

Get some tips from our blog on a stress-free market day.





8. Tell everyone!

The Market is promoted through social media, in the local community by word-of-mouth and by posters, flyers and signage.

This is YOUR event! Your Facebook page is a great way to tell your friends (and their friends, and their friends...) what you're selling. Upload photos of your collection and post some teasers! They may even sell before the day!

9. The 64 million dollar questions

Will I be successful on the day? Is my stall in a good spot?

Experience has shown that infinite factors are at play. What shoppers are looking for on any given day; how attracted they are to a stall; the enthusiasm of a stall holder...you name it.

Where a stall is located or what a stall holder has on sale seems to offer no greater or lesser advantage. At one market you might make back your stall fee and at another you may rake in hundreds - with anything in between.

And, you'll not have displayed or located your stall any differently each time.

A fun day will be a successful day!

A note

This selling guide is drawn together from personal experience, and through observation as a shopper and stall holder.

All your constructive feedback on and/or after the event is really valuable. Life is always a work in progress!

Please ask any questions you may have. As they say, no question is silly!

Contact us on 0428 161 200 or info@prelovedclothing.com.au.

Thank you for your interest in the preloved clothing community.

