



A guide to having a successful stall

Eight tips for selling your preloved clothing.

1. Be mindful of what you are putting up for resale

Ask yourself whether you would buy it? Only sell what you'd buy.

2. All items should be in clean and saleable condition

Cast a very critical eye over your pieces (as though *you* were buying it).

No holes, runs, pulls, stains, broken zippers, missing buttons, dropping hems, or items that have had alterations. Make sure it's not looking too worn.

3. Price your pieces clearly

A browsing shopper likes to easily see the item's price, as they may feel more comfortable not having to ask. Consider either individually tagging your pieces or having one visible sign offering 'all \$10' for example. Or, a combination, depending on your pieces. This can make it easier not only for your shopper but for you too. Especially when your stall gets busy.

4. Presentation is key

Ideally your pieces will be ironed and crease-free. Decide whether your items are better displayed hung, folded on a table or in a bargain tub/box. Often, clothes that can be hung are easy to see, at a glance.

A pile of clothes on an overloaded table can be daunting to even the most enthusiastic hunter (especially if there are lots of other shoppers vying to rummage), and your shopper may move on.

It is tempting to bring out everything at once – it may be that items get more airplay if brought out gradually after a few sales. Consider featuring a special, eye-catching or unique piece. If you can get hold of one, a mannequin is a great, fun way to show off your pieces.



5. Don't overprice

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

Clothing at the Preloved Clothing Market sells better when priced between \$5 and \$30. That said, however, items priced anywhere between \$30 and \$100 do sell on occasion.

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. Although bear in mind your item may reach a higher price on, for example, eBay.

As a rough guide, price your pieces at no more than 30% of what you paid for it 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, quicker. It's likely that the shopper is more nervous about asking for a discount than you are asking for the money. Bargaining can be all part of the fun.

7. Make life easier on the day

Bring a decent float (change). Consider a bum-bag or cross-chest bag to hold your change and hard-earned money; some pens, sticky tape/blue tack, labels/tags, coloured paper for signs, table cloth, display boxes/tubs and recycled plastic bags. Whatever makes it easier for the shopper, and you, on the day.

8. Shout it out

The Preloved Clothing Market is primarily promoted online through social media, and in the local community by word-of-mouth. This is boosted 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've got on offer. Upload photos of what you plan to sell, post some teasers! They may even sell before the day!



When your booking is confirmed, to help you promote your event, you'll receive some marketing material to display as you choose, such as in print or on social media like your Facebook page.

A note – this selling guide is drawn together from personal experience, and through observation as a shopper and stallholder. All 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 Amal on amal@prelovedclothing.com.au, or call 0428 161 200.

Thank you for your interest in the preloved clothing community.