



Clair[®]

BY REBAG

The 2024 Report

Leveraging our proprietary software suite known as Clair—Comprehensive Luxury Appraisal Index for Resale—the fifth annual Clair Report analyzes millions of data points on primary and secondary market trends, pricing, and demand to assess the value of brands in the resale market. Explore the report to discover this year's top investment opportunities in luxury resale.

Table of Contents



THE BIGGEST BRANDS OF 2024



THE VALUE OF WATCHES & JEWELRY



THE TAYLOR SWIFT EFFECT



THE VALUE OF TIKTOK



BY THE NUMBERS



CLAIR PICKS

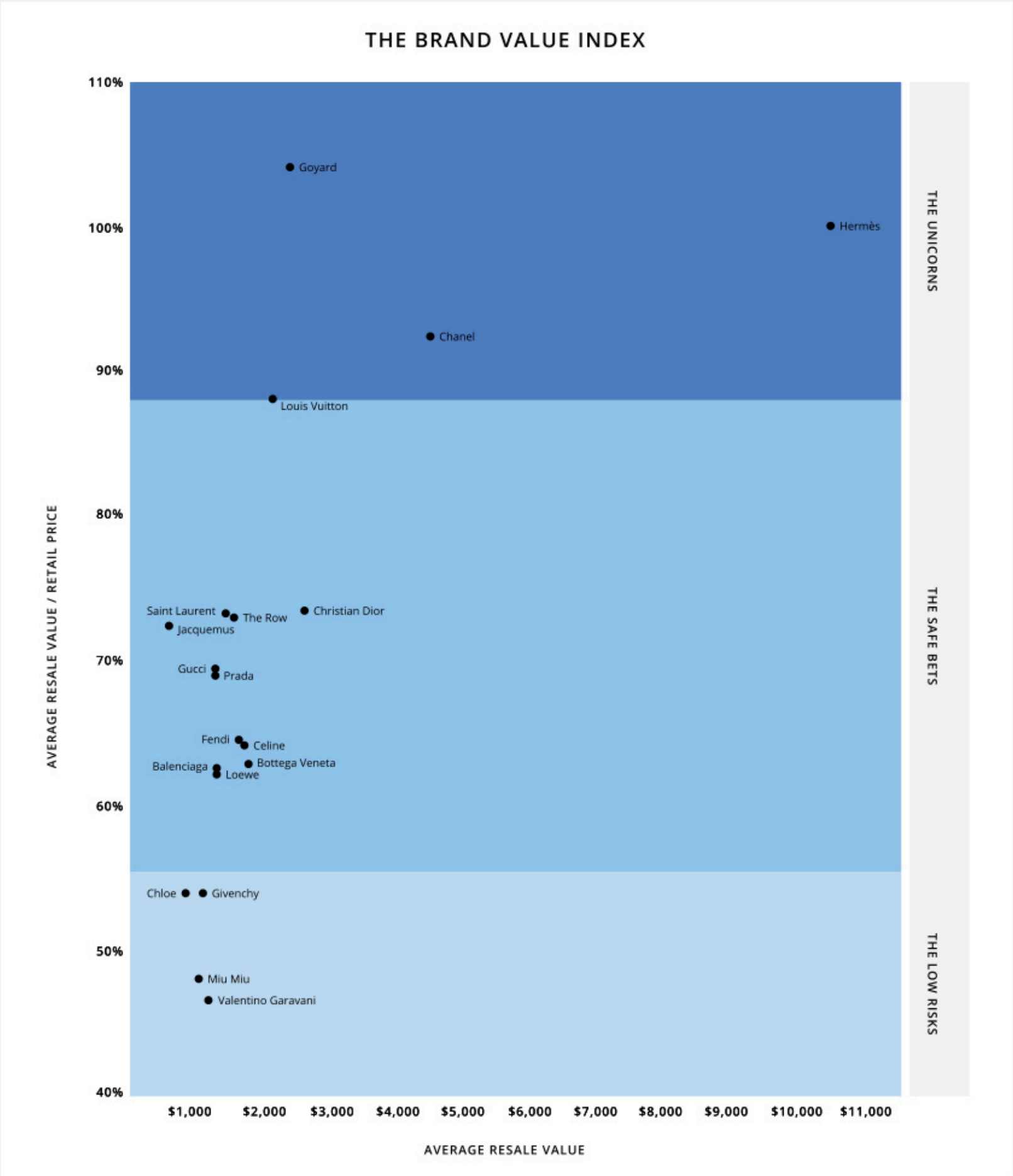


2025 LOOK AHEAD

01

The Biggest Brands of 2024

Using proprietary data from our Clair tool, we calculated the average value retention for leading luxury brands. Goyard overtook Hermès for the first time, with both brands posting impressive retention rates of 104% and 100%, respectively. Chanel and Louis Vuitton made notable gains, rising by 11 and 7 percentage points, respectively, and entering the "unicorn" category for the first time with value retention rates of 85% or higher. Remarkably, every other brand analyzed this year showed increased value retention, with several accessibly priced handbag brands seeing standout double-digit growth. These trends signal exciting investment opportunities across both heritage and more attainable brands.



THE BIGGEST MOVERS OF THE YEAR - BRANDS

The Value of Celine

Celine's resale market performance reached new heights this year, with a remarkable 16% increase in average value retention. Under Hedi Slimane's visionary leadership until his October 2024 departure, the brand captivated fashion devotees with its refined, minimalist aesthetic and instant-classic handbags like the Ava and the Triomphe. Though Slimane's successor, Michael Rider, has big shoes to fill, we expect Celine to remain a must-have, investment-worthy label.

THE VALUE OF CELINE



THE BIGGEST MOVERS OF THE YEAR - BRANDS

The Value of The Row

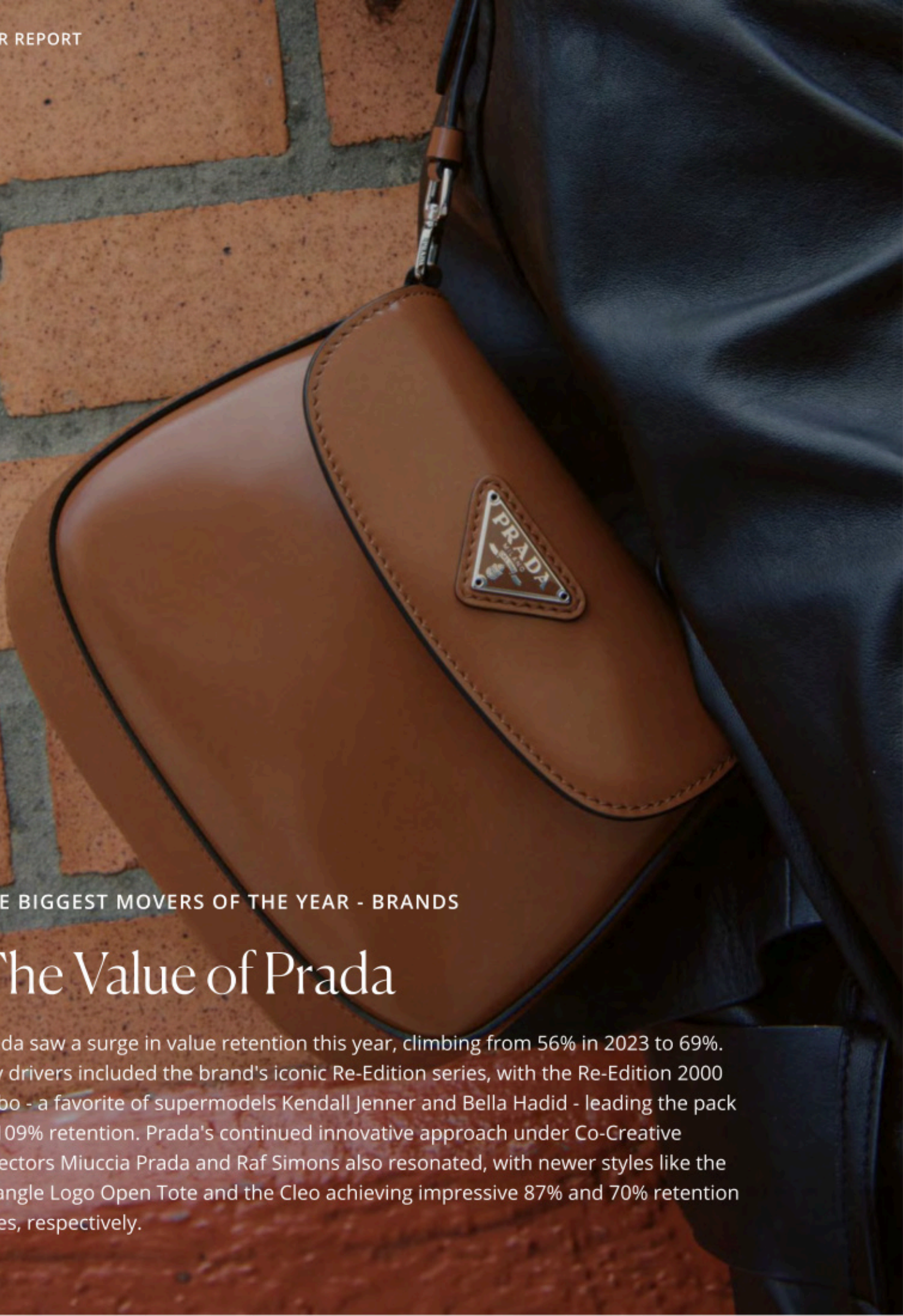
In 2024, The Row saw a 14% increase in value retention, rising to 73%, fueled by its emphasis on quality, craftsmanship, and timeless design. The brand's minimalist ethos, championed by Mary-Kate and Ashley Olsen, attracted consumers seeking investment pieces. Demand grew for styles like the N/S Park and Margaux Totes, while discreet endorsements from stars like Kendall Jenner and Zoë Kravitz boosted its appeal. In September, The Row secured a major investment from the families behind Chanel and L'Oréal, signaling strong future growth.



THE BIGGEST MOVERS OF THE YEAR - BRANDS

The Value of Prada

Prada saw a surge in value retention this year, climbing from 56% in 2023 to 69%. Key drivers included the brand's iconic Re-Edition series, with the Re-Edition 2000 Hobo - a favorite of supermodels Kendall Jenner and Bella Hadid - leading the pack at 109% retention. Prada's continued innovative approach under Co-Creative Directors Miuccia Prada and Raf Simons also resonated, with newer styles like the Triangle Logo Open Tote and the Cleo achieving impressive 87% and 70% retention rates, respectively.



THE VALUE OF PRADA





THE BIGGEST MOVERS OF THE YEAR - BRANDS

The Value of Miu Miu

Miu Miu saw a 13% increase in average value retention in 2024, tying with sister label Prada for the third-largest rise. The brand's popularity continues to grow, driven by its playful yet timeless designs. With a star-studded runway featuring Sunday Rose Kidman-Urban, Hilary Swank, and Willem Dafoe at its Spring/Summer 2025 show, Miu Miu thrives thanks to Miuccia Prada's ability to make the brand both exclusive and accessible, allowing fans to not only wear it but embody it.

THE VALUE OF MIU MIU





THE BIGGEST MOVERS OF THE YEAR - HANDBAG STYLES

The Hermès Sellier Birkin

The Hermès Sellier Birkin emerged as 2024's standout investment piece, boasting a remarkable 250% value retention—a 52% year-over-year increase from 198% in 2023, the highest gain of the year. Surpassing the second-place Hermès Kelly Mini II at 150% value retention, this structured take on the classic Birkin is favored for its polished, sophisticated look.





THE BIGGEST MOVERS OF THE YEAR - HANDBAG STYLES

The Louis Vuitton Neverfull Tote

In 2024, the Louis Vuitton Neverfull Tote maintained its resale dominance, achieving a 158% average value retention - a 22% increase from 2023. As noted in last year's Clair report, the label's 2023 decision to introduce a waitlist for the iconic style sparked renewed exclusivity that has persisted. The brand further stoked interest with a reinvention of the classic style: the reversible Neverfull Inside Out. The September 2024 launch was celebrated with a campaign featuring Sophie Turner. Soon after, fellow brand ambassador Zendaya was also spotted carrying the new design.



THE BIGGEST MOVERS OF THE YEAR - HANDBAG STYLES

The Goyard Plumet Clutch Wallet

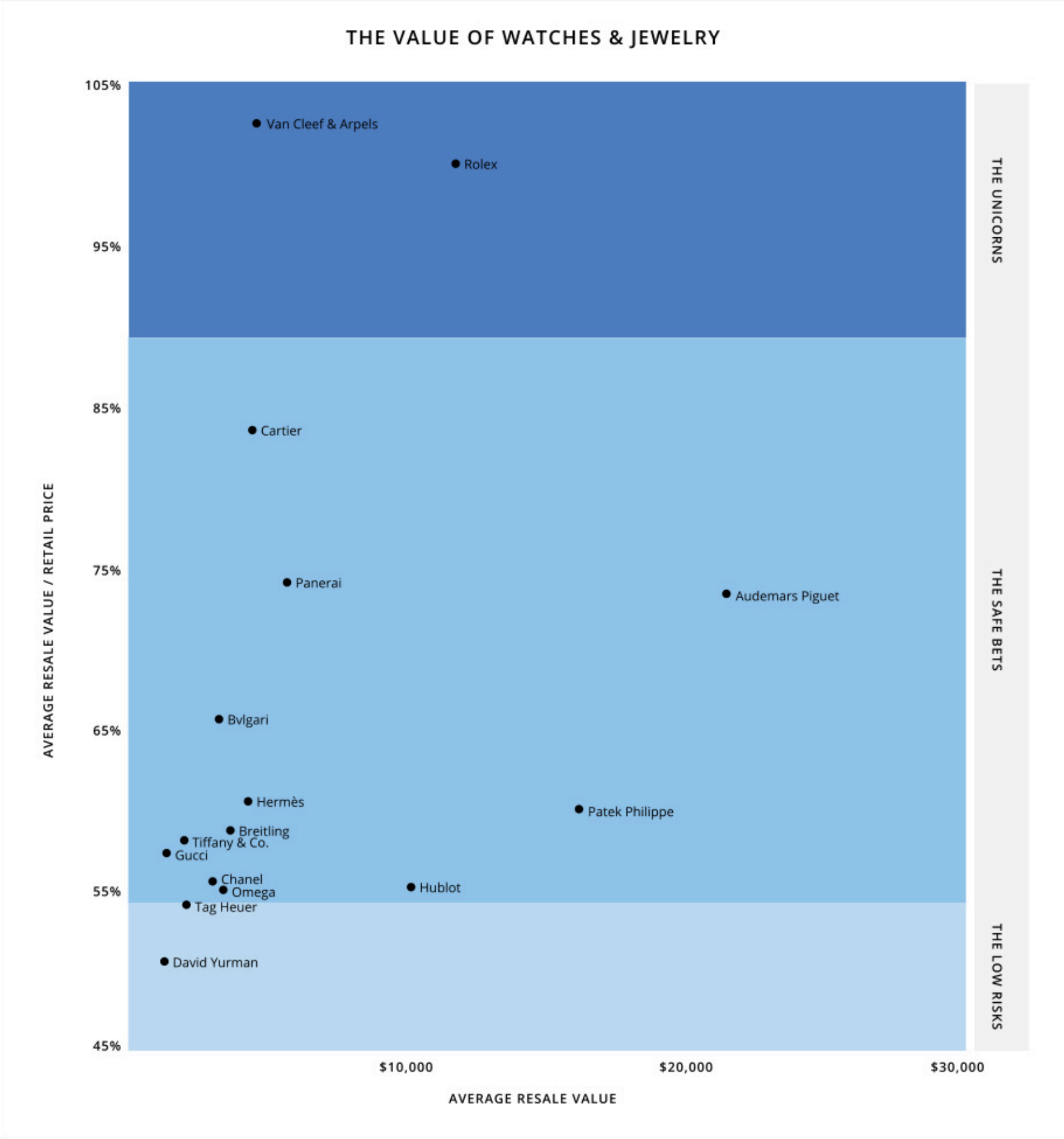
Goyard’s Plumet Clutch Wallet ranks as the third-biggest mover of the year, with a 21% increase in value retention from 2023, reaching an impressive 139% in 2024. Known for its signature hand-painted chevron pattern, the brand’s appeal has been bolstered by celebrity endorsements from Kylie Jenner and A\$AP Rocky. Surpassing even the iconic Saint Louis Tote by 5%, the Plumet—favored by Gwyneth Paltrow—is the ultimate hands-free style from the exclusive heritage brand.



02

The Value of Watches & Jewelry

We calculated the average retained value compared to retail prices for the top fine jewelry and watch brands using data from our Clair tool. Van Cleef & Arpels and Rolex led the pack with 103% and 100% value retention, respectively. In a noteworthy shift, Van Cleef & Arpels claimed the top spot for the first time in 2024, fueled by skyrocketing demand for its iconic Alhambra collection and the growing scarcity of luxury pieces, driving up both appeal and resale value.





THE BIGGEST MOVERS OF THE YEAR

The Value of Bvlgari

Bvlgari’s value retention rose 9% to 66% in 2024, driven by the brand’s iconic Serpenti motif. Celebrating its 140th anniversary with a star-studded event in Rome, the brand’s popularity is boosted by ambassadors like Priyanka Chopra Jonas and Anne Hathaway, who regularly wear its pieces on red carpets. The Serpenti Viper Two-Coil Ring led with 113% average value retention, the Serpenti Viper Bracelet retained 84%, and the Serpenti Tubogas Double Spiral Watch held 80%.



Serpenti Viper Two-Coil Ring

113%



Serpenti Viper Bracelet

84%



Serpenti Tubogas Double Spiral Quartz Watch

80%



THE BIGGEST MOVERS OF THE YEAR

The Value of Tiffany & Co.

LVMH-owned Tiffany & Co. was another top performer in 2024, with its value retention rising to 58%, an 8% increase from the previous year. The brand's iconic Elsa Peretti Bone Cuff, celebrating its 50th anniversary, led with an impressive 103% retention. Tiffany's ultra-popular HardWear collection, favored by Blake Lively and Rosie Huntington-Whitely, among others, also performed strongly, with the Bracelet and Earrings each holding 77% retention.



Elsa Peretti Bone Cuff Bracelet

103%



Hardwear Link Bracelet

77%



Hardwear Link Earrings

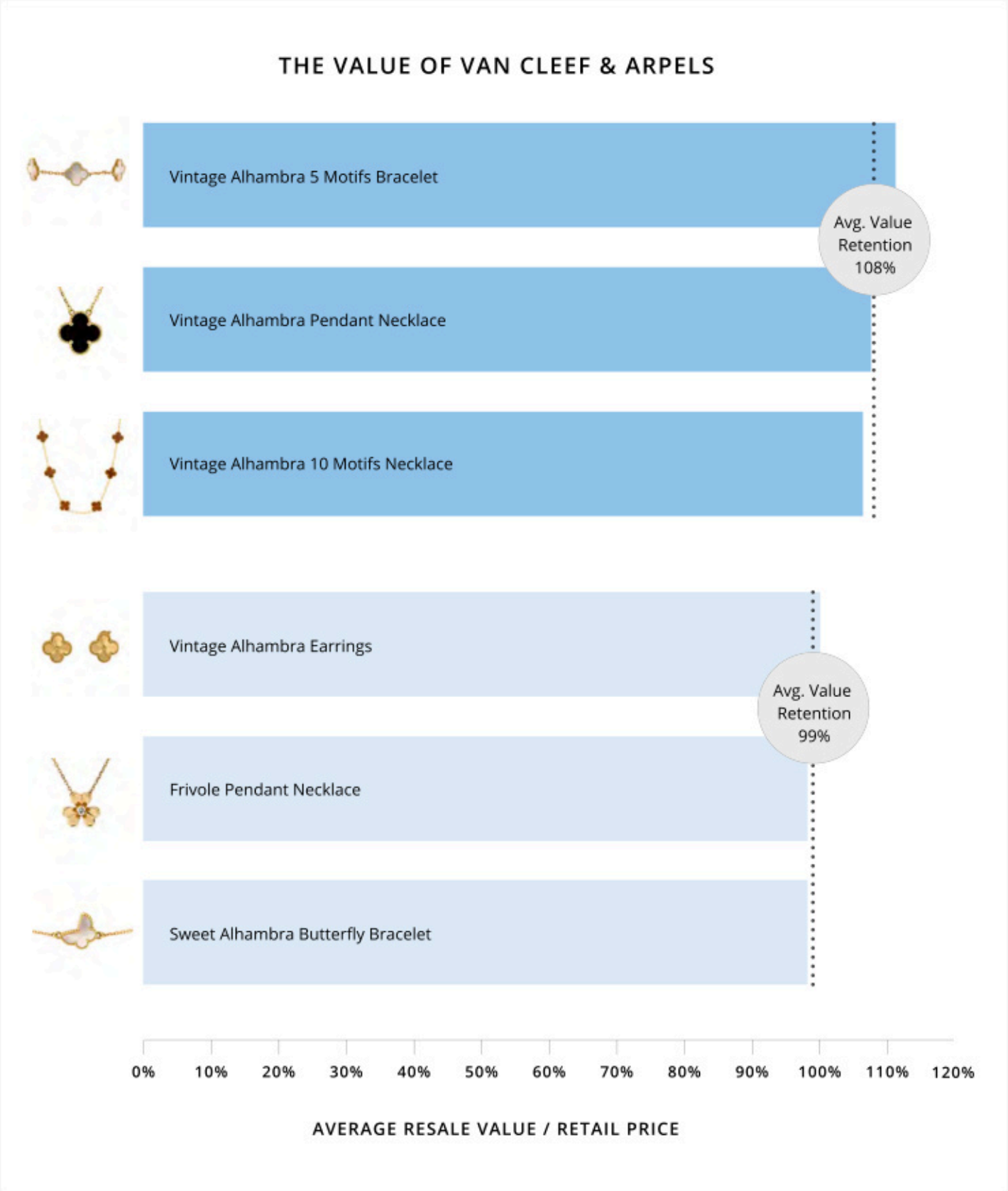
77%



BRAND SPOTLIGHT:

Van Cleef & Arpels

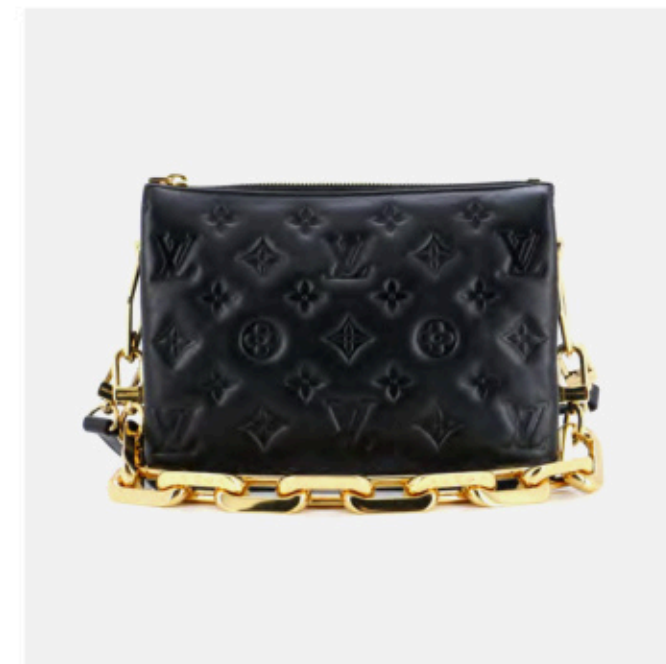
Van Cleef & Arpels is the top performer in fine jewelry for 2024, achieving an impressive 103% average value retention. The brand's iconic Vintage Alhambra collection drives this success, with the 5 Motifs Bracelet, Pendant Necklace, and 10 Motifs Necklace leading at 111%, 107%, and 106% retention, respectively. The Maison has no true 'bottom performers,' as nearly all styles retain 98% or more, demonstrating that Van Cleef & Arpels is a worthwhile investment.



03

The Taylor Swift Effect

Taylor Swift's 2024 dominance, fueled by her Eras Tour and high-profile romance with Travis Kelce, reverberated through various industries, including the luxury market. The Louis Vuitton Coussin Bag, seen with Swift on a Brooklyn date night in September, saw a 22% surge in average value retention this year, rising from 80% to 102%.



Louis Vuitton Coussin Bag

80% → 102%
(+22%)



THE TAYLOR SWIFT EFFECT

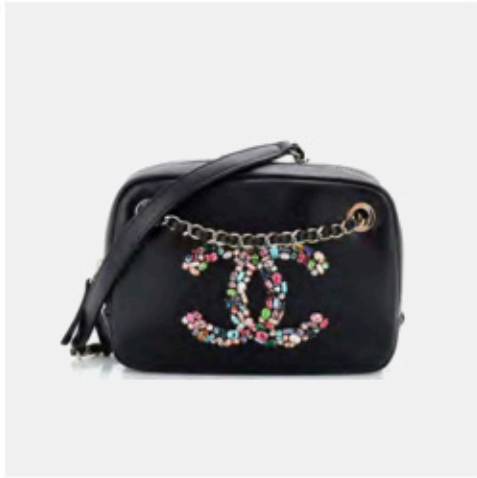
All That Glitters

Fans attending Swift's sold-out tour, inspired by the dazzling looks worn by the star herself, have embraced glittering outfits, decked out in sequins and rhinestones. Reflecting this trend, several petite, concert-friendly designer handbags by Prada, Chanel, and Fendi achieved 100% or higher average value retention in 2024, proving that the perfect complement to Swift-approved, sequin-studded ensembles is also investment-worthy.



Prada Triangle Top Handle Pouch Bag

124%



Chanel Giant Crystal Cc Camera Bag

106%



Fendi Baguette 1997 Bag

100%

04

The Value of TikTok

In 2024, TikTok emerged as an influential force in luxury fashion, reshaping consumer preferences and driving resale values. From the satirical elegance of "Very Demure, Very Mindful" to the striking energy of "Brat Green", these trends underscore the dynamic interplay between viral moments and timeless style.





THE VALUE OF TIKTOK

Very Demure, Very Mindful

Taking the internet by storm in August 2024, the "Very Demure, Very Mindful" TikTok trend, initiated by Jools Lebron, promotes a satirical take on modesty and mindfulness in daily life. This trend coincides with the rising popularity of ladylike accessories, particularly top-handle bags, which exude elegance and refinement. From the Loewe Puzzle to the Hermès Mini Kelly, several "demure" styles saw impressive double- and triple-digit value retention this year.



Hermès Kelly Mini II Bag

150%



Chanel Kelly Top Handle Shopping Bag

131%



Loewe Puzzle Bag

93%



Dior My ABCDior Lady Dior Bag

82%



THE VALUE OF TIKTOK

Brat Green

The "Brat Green" trend, ignited by Charli XCX's album "Brat" in June 2024, features a vibrant lime hue that has permeated fashion, notably influencing the value retention of certain designer handbags. Examples include the "Brat Green" hue Bottega Veneta Padded Cassette Bag, whose value climbed 20%, and the Balenciaga Hourglass Top Handle in the electrifying shade which saw a 17% increase since last year.



Balenciaga Hourglass Top Handle Bag

61% → 78%
(+17%)



Bottega Veneta Padded Cassette Bag

55% → 75%
(+20%)

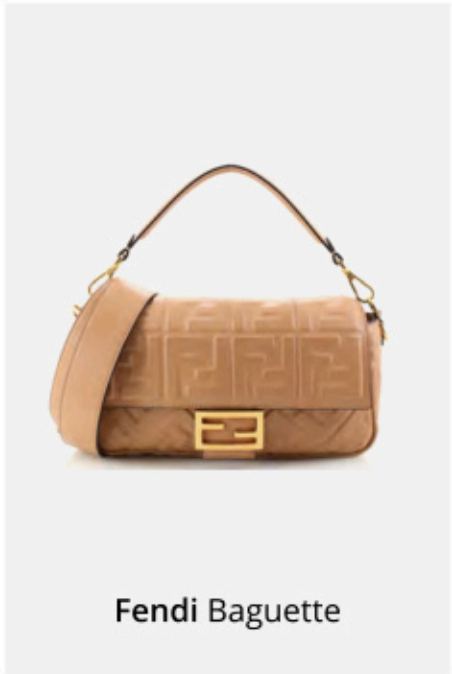


05

By the Numbers

Take a look at the trends in luxury handbags, watches, and fine jewelry, according to data pulled directly from Rebag customers.

Most Searched Bag Styles



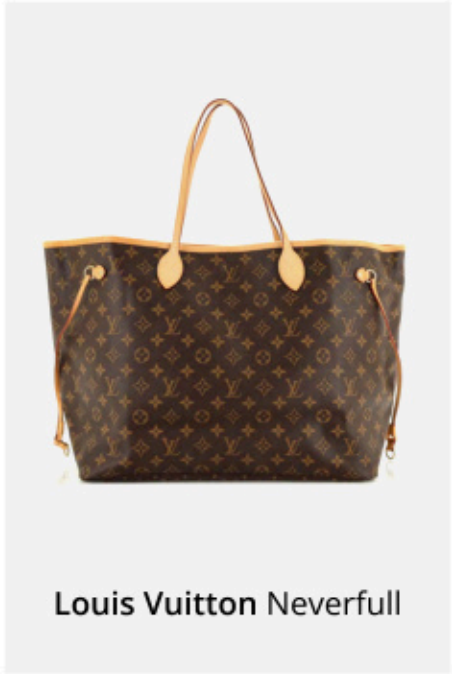
Fendi Baguette



Louis Vuitton OnTheGo



Hermès Birkin



Louis Vuitton Neverfull



Chanel Classic Flap



Dior Lady Dior



Most Favorited Bag Styles



Chanel Classic Single Flap Bag Quilted Lambskin Mini



Goyard Saint Louis Tote Coated Canvas PM



Christian Dior Saddle Handbag Leather Medium



Louis Vuitton Multi Pochette Accessoires Monogram Canvas



Hermès Evelyne Bag Gen III Clemence TPM



Saint Laurent Loulou Shoulder Bag Matelasse Chevron Leather Toy

Most Favored Fine Jewelry & Watch Styles



Van Cleef & Arpels
Sweet Alhambra Pendant
Necklace 18K Yellow Gold
and Mother of Pearl



Cartier Juste un Clou Ring
18K Yellow Gold Small



Cartier Love Bracelet
18K Yellow Gold Small



Cartier Tank Solo Quartz
Watch Stainless Steel 24



Rolex Oyster Perpetual
Datejust Automatic
Watch Stainless Steel
and White Gold 26



Cartier Panthere de
Cartier Quartz Watch
Stainless Steel 22



Most Searched Labels



Most Followed Clair Codes



Louis Vuitton Vintage Alma Handbag
Monogram Canvas PM

HB.LV.VTAL.MNCA.PM



Chanel Boy Flap Bag Quilted Caviar
Old Medium

HB.CH.BF.QCA.OM



Celine Classic Box Bag Smooth
Leather Medium

HB.CE.BXB.SML.ME

06

Clair Picks

Unsure about which luxury styles to invest in? We eliminated the guesswork with Clair Picks, the blue-chip items that our data reveals are the most worthy investments.

Handbags



Gucci Horsebit 1955 Messenger Bag **+160%**
INCREASE SINCE 2023



Bottega Veneta The Shoulder Pouch **+96%**
INCREASE SINCE 2023



Chanel Ballerine Camera Case Bag **+91%**
INCREASE SINCE 2023





Fine Jewelry



Hermès Finesse Bracelet

+45%

INCREASE SINCE 2023



Tiffany & Co. T Wire Ring

+38%

INCREASE SINCE 2023



Van Cleef & Arpels Sweet Alhambra Pendant Necklace

+29%

INCREASE SINCE 2023

Watches



Rolex Oyster Perpetual Explorer II Automatic Watch

+27%

INCREASE SINCE 2023



Rolex Oyster Perpetual Sea-Dweller Automatic Watch

+23%

INCREASE SINCE 2023



Cartier Tank Francaise Quartz Watch

+13%

INCREASE SINCE 2023



Looking Ahead to 2025

In 2024, the luxury fashion world experienced a series of high-profile creative shifts. Virginie Viard departed Chanel in June, leaving the house without a successor. Alessandro Michele debuted at Valentino in September, succeeding Pierpaolo Piccioli. Michael Rider was named as Hedi Slimane's replacement at Celine, with his tenure beginning in early 2025. Kim Jones exited Fendi in October, further contributing to the industry's reshuffling. Meanwhile, Sarah Burton will take the helm at Givenchy, with her debut collection slated for March 2025.

Looking ahead to 2025, two pivotal transitions stand out. Rider's inaugural collection for Celine, set to debut at Paris Fashion Week in March, presents an opportunity to evolve Slimane's legacy of modern classics like the Ava and Triomphe bags. At Valentino, Michele's Spring/Summer 2025 collection has already delivered standout pieces, including VLogo-adorned handbags and the fringed suede Nellcôte bag, which quickly garnered attention after being spotted on Bella Hadid. With these fresh perspectives shaping the future of iconic brands, we're anticipating a year defined by innovative, statement-making designs across the luxury landscape.



Clair[®]

BY REBAG

REBAG.COM | @REBAGOFFICIAL