



Poshmark Market Research

For Elisha Johnson

Laci Johnson
LJ Communications

P: 845.332.8252

E: laci@helloljcomm.com
Helloljcomm.com

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COMPANY DESCRIPTION

Founded in 2011, Poshmark is the largest social marketplace for fashion where anyone can buy, sell and share their style with others. Poshmark's mission is to make shopping simple and fun by connecting people around a shared love of fashion, while empowering entrepreneurs to become the next generation of retailers. Recognized as the go-to shopping destination for millennials, Poshmark's community of over three million Seller Stylists help shoppers discover the perfect look from over 25 million items and 5,000 brands.

Founders:

Manish Chandra, Founder and CEO

Tracy Sun Co-Founder, VP of Merchandising & Strategic Initiatives

Gautam Golwala, Co-Founder, CTO

Chetan Pungaliya, Co-Founder, VP Engineering

TOP SELLING ITEMS & BRANDS

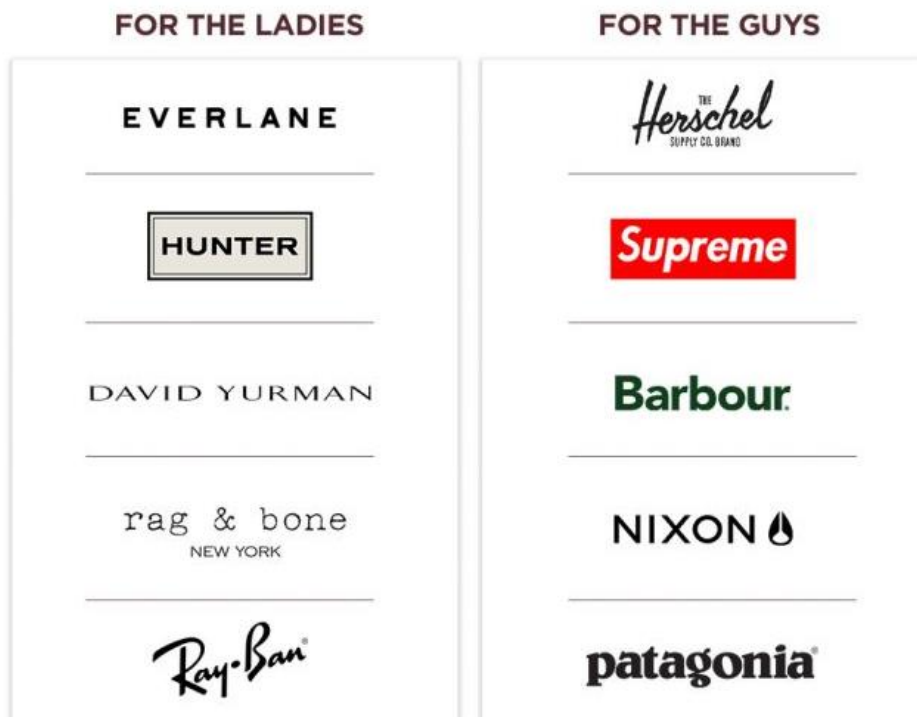
Poshmark has over 3 million seller stylists across the coast. 36% of them are in the South, 25% of them are in the West, 22% of them are in the Northeast, and 17% of them are in the Midwest. Below is a snapshot of Poshmark's top selling brands and items in each coast.

| | |
|---|--|
| 1 WEST | 2 MIDWEST |
| MEN'S ITEMS <ul style="list-style-type: none">• Adidas Jackets• Levi's Jeans• Supreme Shirts• Converse Shoes | MEN'S ITEMS <ul style="list-style-type: none">• The North Face Jacket• Rock Revival Jeans• Nike Shirts• Adidas Shoes |
| WOMEN'S ITEMS <ul style="list-style-type: none">• Free People Dresses• Levi's Jeans• Lululemon Tops• Gucci Bags | WOMEN'S ITEMS <ul style="list-style-type: none">• LuLaRoe Dresses• Miss Me Jeans• Victoria's Secret PINK Tops• Coach Bags |
| 3 SOUTH | 4 NORTHEAST |
| MEN'S ITEMS <ul style="list-style-type: none">• Nike Jackets• Lucky Brand Jeans• Vineyard Vines Shirts• Jordan Shoes | MEN'S ITEMS <ul style="list-style-type: none">• Patagonia Jackets• True Religion Jeans• Brooks Brothers Shirts• Nike Shoes |
| WOMEN'S ITEMS <ul style="list-style-type: none">• Lily Pulitzer Dresses• Joe's Jeans• Anthropologie Tops• Kate Spade Bags | WOMEN'S ITEMS <ul style="list-style-type: none">• Zara Dresses• J Brand Jeans• J. Crew Tops• Michael Kors Bags |

Source: www.refinery29.com/poshmark-best-brands-items-to-re-sell-2018

Most in Demand Brands of 2018

Top Brands of 2018 for Men and Women:



TIPS FOR GROWING YOUR BUSINESS

For Poshmark, January is the busiest resale month of the year. Here are a few tips to help grow your Poshmark business:

1. **Create a shared schedule-** Participate in at least one party per day. Share information or listings from your closet to parties. Also, relist all of your listings once a day. This will allow your listings to be shared to your followers and get refreshed in different category feeds.
2. **Take clear and bright cover images-** Make sure all of your photos are bright images that stand out. You should also write good descriptions and take measurements. Avoid using vague terms such as “large” or “small”. Include chest, waist, hip and length measurements.
3. **Set the right pricing-** When setting the right pricing, aim a bit higher than what you want to sell for but not too high. Lower your items on Thursday or Friday, people tend to purchase more on these days. *Note* “If you lower your price and then raise it again the next time you lower it will not show its discounted unless you go lower than your lowest listing price for that item.”

4. **Ask for Host Picks-** Reach out to party hosts and ask for host picks. Try posting a short but sweet comment on one of your listing asking if the host if they would consider it item as a Host Pick. Getting host picks gives you a boost at growing your audience.
5. **Become a suggested user-** Become a suggested user and get your closet promoted to everyone on the app. Poshmark looks for users who have great sales history, a full closet, clear cover shots, welcoming new members, and sharing other listings.
6. **Target Potential Buyers:** Proactively go out and find potential buyers. Here's are 2 great articles with a detailed explanation on how to target buyers: <http://finderskeepers.co/poshmark-selling-tips/>, <https://blog.poshmark.com/tag/make-money/>

Source: <http://finderskeepers.co/poshmark-tips/>

CLOTHING & ACCESSORY TRENDS OF 2018

Here are some of the top looks for this season from this past fashion weeks runway show.

Clothing Trends Spring 2018



Modern Romance

According to Vogue Magazine, corseted waists, billowy sleeves, and soft, romantic floral prints are becoming the new clothing trend for 2018.



Lavender Takeover

Shades of soft lavender on everything from sequined dresses to oversize knits and sharp suit sets are said to be the new trend this year.



Day Glow

Look for shimmer on everything from tanks to flowing trousers this upcoming 2018 Spring season.

Source: <https://www.vogue.com/article/spring-2018-accessory-trend-report>

Accessory Trends Spring 2018



Tiny Sunglasses Are Here to Stay

The teeny, tiny, almost-not-there-at-all sunglasses trend will still be going strong come Spring 2018. Sleek, skinny shades appeared at Miu Miu, Louis Vuitton, and Prada, meaning that a whole new crop of women will be shelving their oversize specs in favor of micro frames



Transparent Shoes & Bags

Transparent shoes and bags now give off a new meaning. In Spring 2018, you can count on seeing more of this trend going around.



Animal Instinct

Expect to see more animal and insect accessory trends this upcoming Spring season with more people celebrating the animal kingdom.



Layering Necklaces

The new trend is all about ultra-thin layering necklaces this Spring 2018 season. Expect to see a series of pendants ranging in assorted styles.

Source: <http://en.vogue.fr/jewelry/runway-trends/diaporama/fwss18-jewelry-trends-fashion-week-spring-summer-2018/46427>