



Online Designer Consignment is a Win-Win for Sellers *and* Buyers  
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In a perfect world where money is no object, all of us would like to have clothing, purses, shoes, watches, jewelry, etc. from top designers. Unfortunately, the reality is not all of us can afford them. On the other hand, there are those who have these items, but at some point, would like to sell them. The perfect intersection of these two “dilemmas” is the online designer consignment store.

As an individual looking to sell designer items, your options are pretty limited. You can take them to a local consignment store, but the number of people who will see your items are limited. In fact, it will be only a percentage of the people who walk into the store, and truth be told, there is not a lot of foot traffic in a brick-and-mortar consignment store, especially if it is not located in a busy location. Let’s also not forget the horror stories of consignment stores literally closing shop and disappearing in the middle of the night with your items. Additionally, a lot of people with top designer items really don’t want to be seen walking into a consignment store, as this portrays the wrong “image”.

Of course, you can also try to sell your items on eBay or other similar online marketplaces, but this is not as easy as 1) take a picture, 2) post, and 3) sold. Some of the challenges include:

- Taking “good” pictures of your items
- Listing the items with detailed descriptions
- Getting the listing in front of a “large” audience
- Motivating prospective clients to make the purchase

In fact, a large percentage of people who have tried selling online have realized that a lot has to go into selling an item if you want it to sell (quickly) and at the asking price (or close to it). In fact, selling online is more of an art that you perfect the more you do... more about this later in the article.

As far as the buyer looking to purchase top designer items, it really is just the reverse of what the seller faces. In other words, local brick-and-mortar consignment stores have limited selections, you don’t want to be seen buying from a consignment store, etc., etc., etc. Of course, when you go online you can’t beat the selection of items, their prices, or the general ease of shopping online (e.g. comfort of your home, 24 hours a day). However, we all know online purchasing has its drawbacks, with one of the biggest being not being able to “touch” the item before buying it. Also, there is the *Caveat emptor*, or “let the buyer beware”, as there are a lot of online consignment stores where what you see may not be what you get. I don’t mean you get a different item from what you ordered, but rather the condition of the item is not what you expected or what was represented in the ad, as a lot of consigned items are not new.



So what should you be looking for when you are selling or buying (or both) designer items from an online consignment store? The simple truth is that you have to look for the same things either as a seller or a buyer. For example, here are three key things to look for in an online designer consignment store...

1. Photographs – in real estate it is location, location, location, but in online consignment it is photos, photos, photos, especially when it is top designer items. As a seller, you want to make sure the consignment store posts a lot of photos of your item from different angles, shows the brand, where it is made in, takes close-ups of buttons, pockets, and patterns (for clothes), and any tags if it is new. You also want to make sure they have the right lighting so the photo shows the real color of the item being sold. As a buyer, you want to see as many photos as possible since the photos are the closest substitute to touching the item.
2. Audience – as a seller, you want your item to be made available to the widest possible audience, as the more “eyeballs” that see your item, the more likely the item will sell. The problem is that a lot of online designer consignment stores do not ship internationally, as dealing with customs and foreign customers can be very challenging, time-consuming, and costly. As a seller this is a big red flag since your audience has been drastically reduced, along with the possibility of your item selling. Worldwide shipping is a must, not an option.
3. Description – this may seem obvious, but you will be amazed at the number of listings that have one or two-line descriptions for items in the hundreds of dollars. As a seller, you want your item to be described in detail (color, size, material, new or used, etc.) as this increases its sale potential. As a buyer, the detailed information (along with the many photos) gives you the comfort of knowing exactly what you are buying.

There is no doubt that if you are looking to buy or sell top designer items, going with an online consignment store is the way to go. If you recall earlier in this article, I mentioned that selling online is more of an art that you perfect the more you do. This is where going with a well-established online consignment store dramatically increases the odds of selling your item, since this is their business day in and day out, not to mention they do the work for you— “display” your items attractively, advertise for customers, and handle the entire sales process.

Happy selling *and* buying, and let me know about your online consignment experiences.

Based in Thousand Oaks, California, elva Style Consignment House has specialized in the online consignment of luxury and contemporary designer pieces for women, men, and children since 2003. Visit elva Style Consignment House on eBay at [stores.ebay.com/elvaconsignment](https://stores.ebay.com/elvaconsignment) or on the web at [www.elvaconsignment.com](http://www.elvaconsignment.com). The author may be contacted via e-mail at [elsa@elvaconsignment.com](mailto:elsa@elvaconsignment.com).