

VINTAGE

KEY FACTS AND DATA

TAGWALK
THE FASHION SEARCH ENGINE

BYRONESQUE.

AGENDA

- THE BOOM OF VINTAGE
- TOP 10 VINTAGE HITS
- RE-EDITIONS
- VINTAGE NOW
- THE FUTURE OF VINTAGE





ALEXANDER MCQUEEN - SPRING/SUMMER 1995

THE BOOM OF VINTAGE

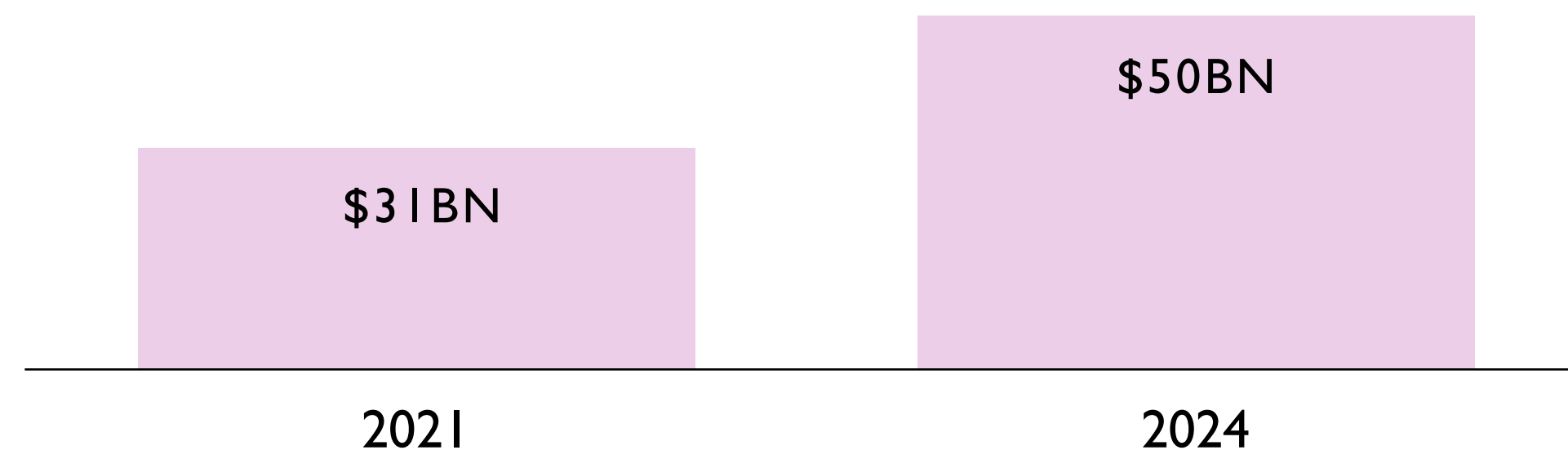
THE BOOM OF VINTAGE

THE LUXURY SECOND-HAND MARKET IS GROWING FASTER THAN THE TOTAL LUXURY GOODS MARKET

ESTIMATED GROWTH OF THE MARKET IN 2018 - 2021



FORECASTED SECONDHAND MARKET SIZE (+61%)



BYRONESQUE AS A KEY PLAYER OF THE CONTEMPORARY-VINTAGE MARKET

88%

CUSTOMERS AGREE SHOPPING WITH BYRONESQUE IS UNMATCHED FOR HARD TO FIND ITEMS.

95%

CUSTOMERS TRUST BYRONESQUE FOR AUTHENTICITY.

95%

CUSTOMERS CHOOSE BYRONESQUE FOR THEIR UNIQUE STYLE AND ATTITUDE TOWARDS CONTEMPORARY-VINTAGE FASHION.

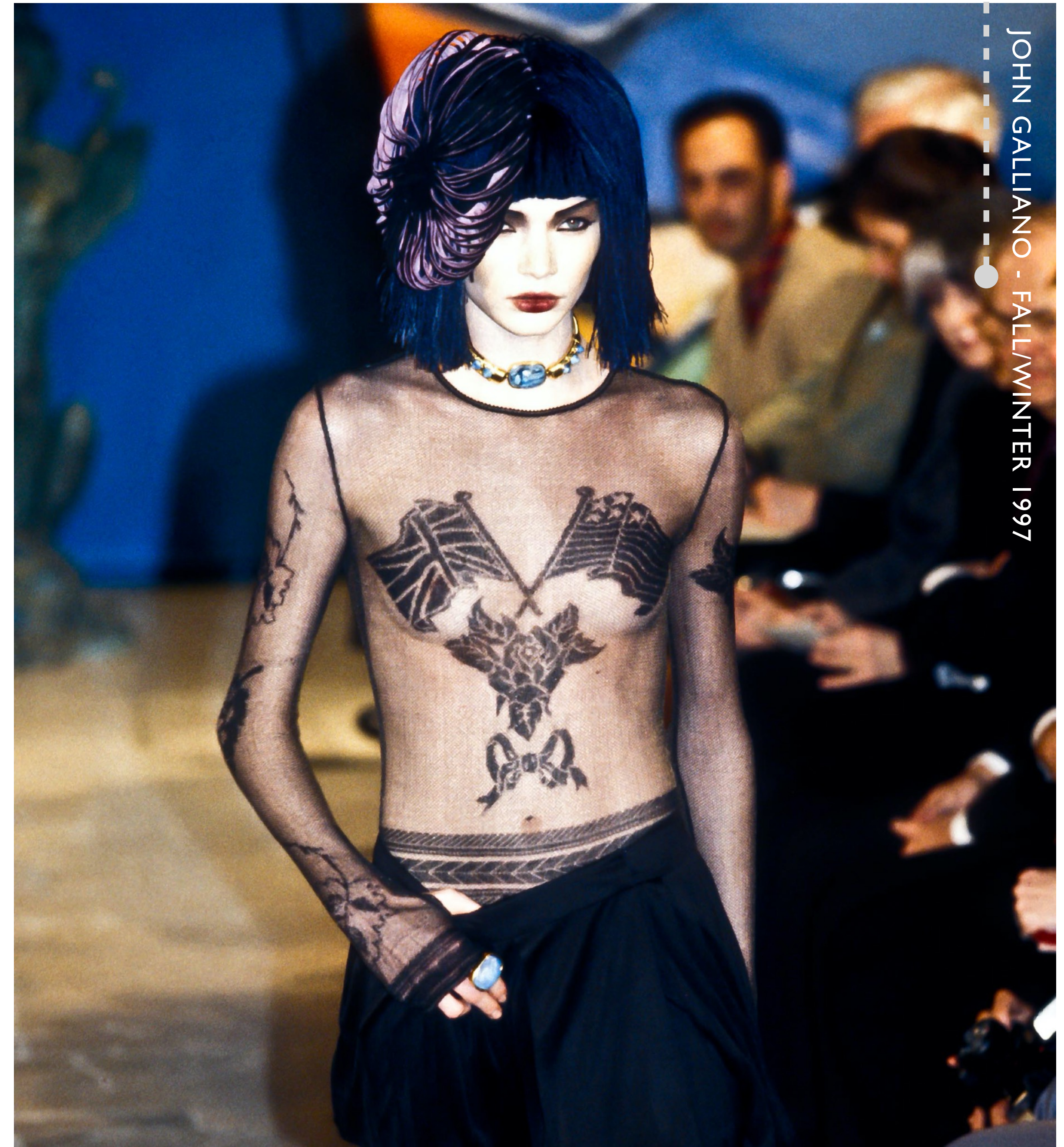
WHAT IS VINTAGE?

WASTE AND **SUSTAINABILITY** HAVE BECOME CRUCIAL STAKES IN FASHION OVER THE PAST YEARS.

VINTAGE HAS BECOME A KEY VALUE BOUGHT BY CONSUMERS AND SEEN AS AN INSPIRATION FOR BRANDS.

VINTAGE IS A SOLUTION FOR A **MORE RESPONSIBLE FASHION INDUSTRY**.

TAGWALK AND BYRONESQUE, THE INFAMOUS CONTEMPORARY-VINTAGE BRAND, HAVE TEAMED UP TO CREATE THIS NEWSLETTER FOCUSING ON VINTAGE AND OUR COMBINED DATA AND INSIGHTS.



JOHN GALLIANO - FALL/WINTER 1997

WHAT IS VINTAGE?

BYRONESQUE'S DEFINITION OF VINTAGE

THE BUSINESS OF **OLD CLOTHES** USED TO BE CATEGORISED BY **ANTIQUE, RETRO, VINTAGE AND THRIFT**. BUT THAT'S JUST AS **OUTDATED** AS SOME OF THE CLOTHES MASQUERADING AS WORTHWHILE ARCHIVES FROM FASHION HISTORY. TODAY, THE '**RESALE**' CATEGORY ASSUMES THAT **ALL OLD CLOTHES** ARE **EQUAL** WHEN THEY'RE **NOT**.

IT'S A **DISRESPECTFUL MISCONCEPTION** THAT JUST BECAUSE IT'S **OLD** MEANS IT'S **GOOD**. THE CONTEMPORARY-VINTAGE CATEGORY WE DEFINED IN 2013 IS PART OF THE GROWING RESALE MARKET, BUT CRITICALLY ADDRESSES THE MATTER OF TASTE AND LONGEVITY, IN A WAY THAT THE CATEGORY AS A WHOLE DOESN'T.



HELMUT LANG - FALL/WINTER 2003

WHO IS BYRONESQUE?

BYRONESQUE SOURCES THE RAREST AND MOST VALUABLE CONTEMPORARY-VINTAGE PIECES FROM DESIGNERS SUCH AS VIVIENNE WESTWOOD, ALEXANDER MCQUEEN, HELMUT LANG, JEAN PAUL GAULTIER AND MARTIN MARGIELA.

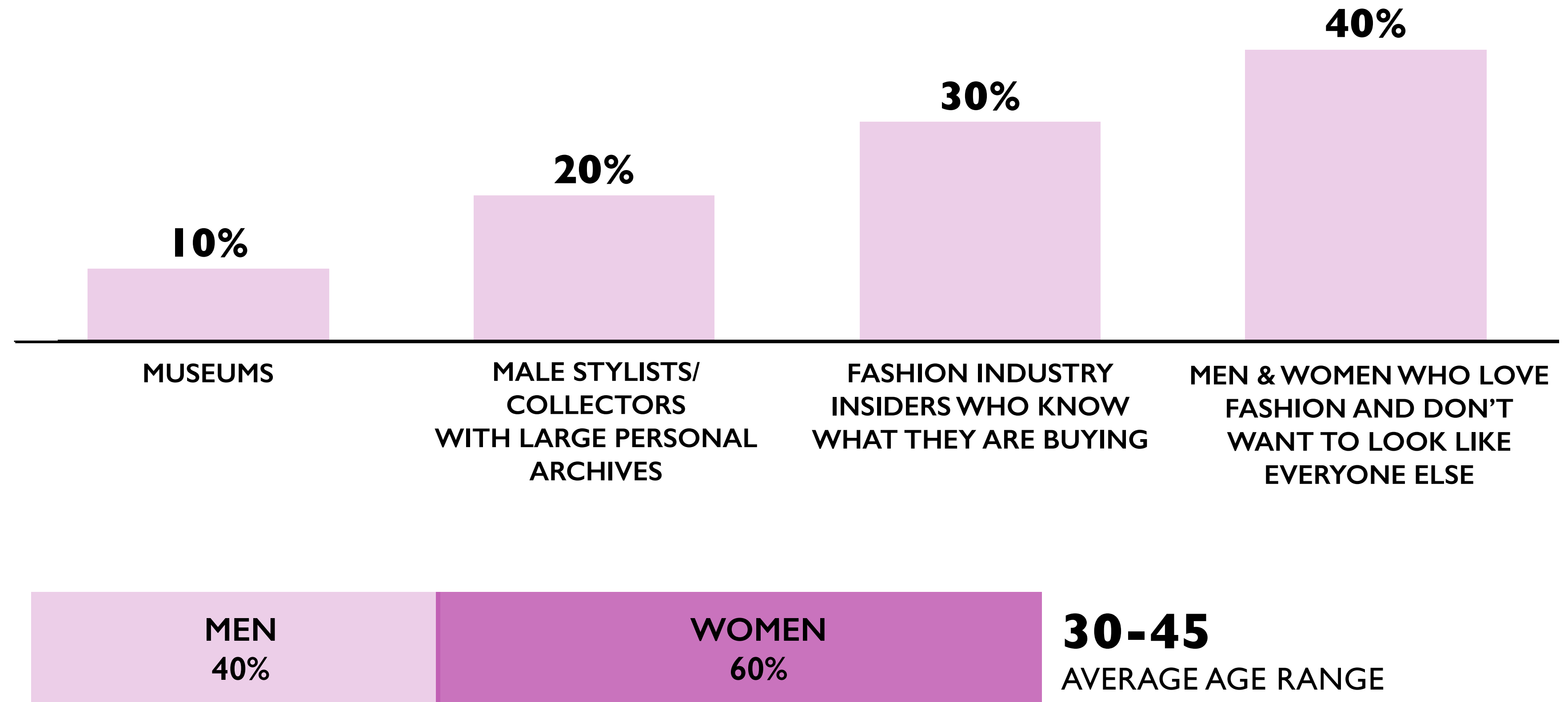
EXPERTS IN THE AUTHENTICATION AND PRICING OF CONTEMPORARY-VINTAGE FIELD, BYRONESQUE KNOW IN ADVANCE WHAT WILL BECOME ICONIC PIECES FROM THE RUNWAY, WHAT WILL BECOME THE FUTURE TRENDS AND WHICH PIECES TO INVEST IN NOW.



HELMUT LANG - SPRING/SUMMER 1996

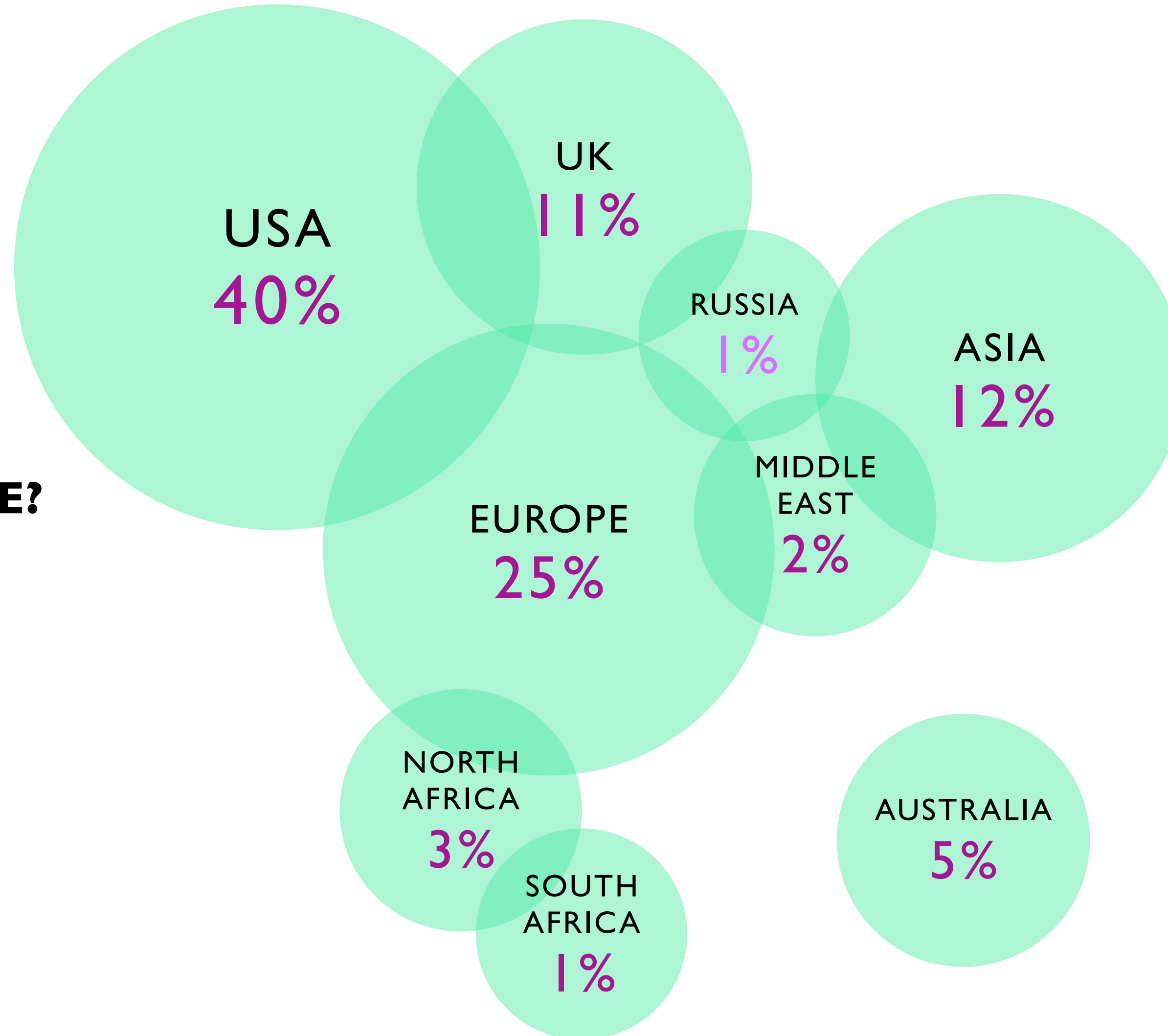
WHO IS BYRONESQUE?

WHO SHOPS VINTAGE AT BYRONESQUE?



WHO IS BYRONESQUE?

WHO SHOPS VINTAGE AT BYRONESQUE?



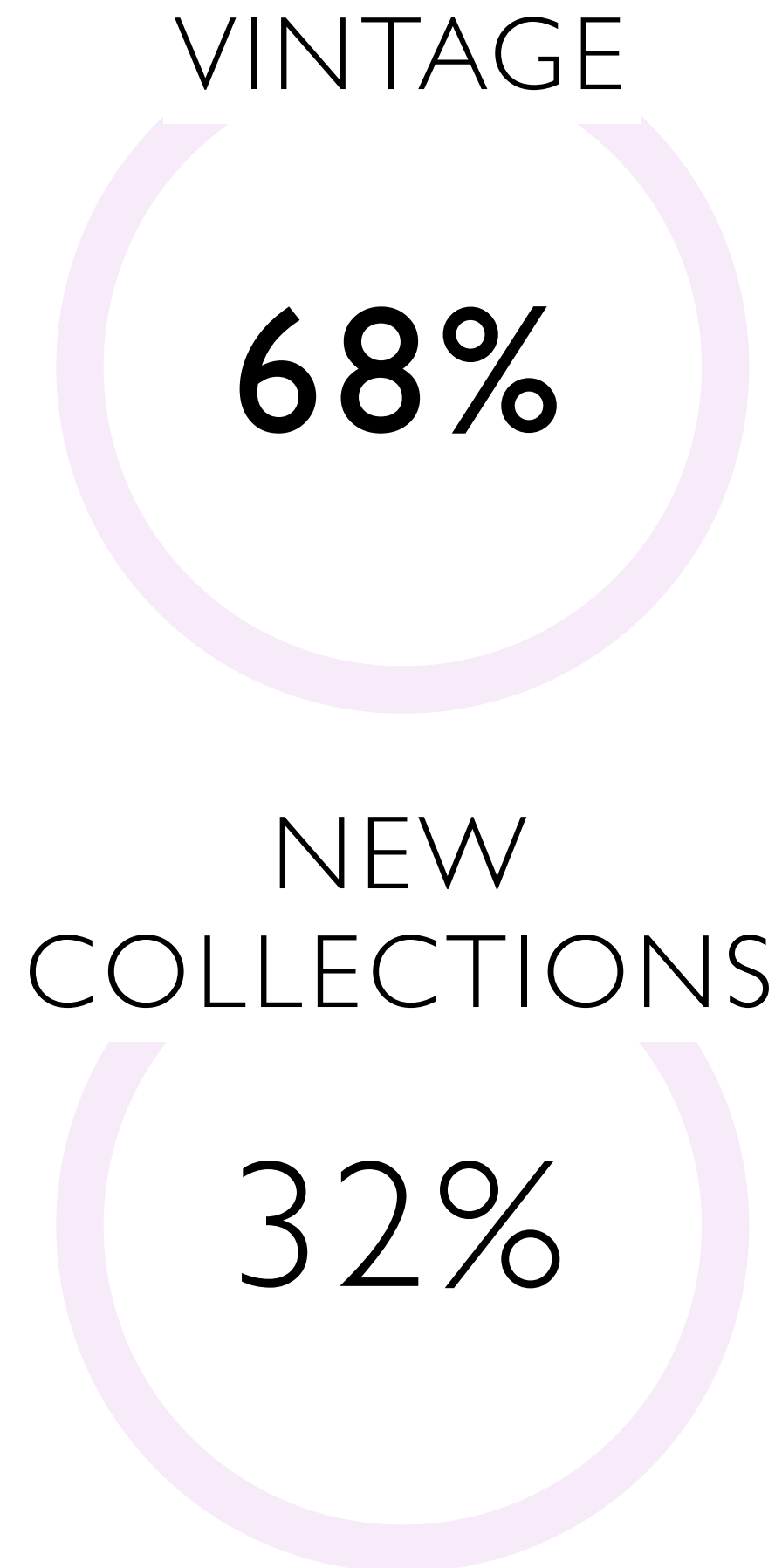
PERFORMANCE

+128%

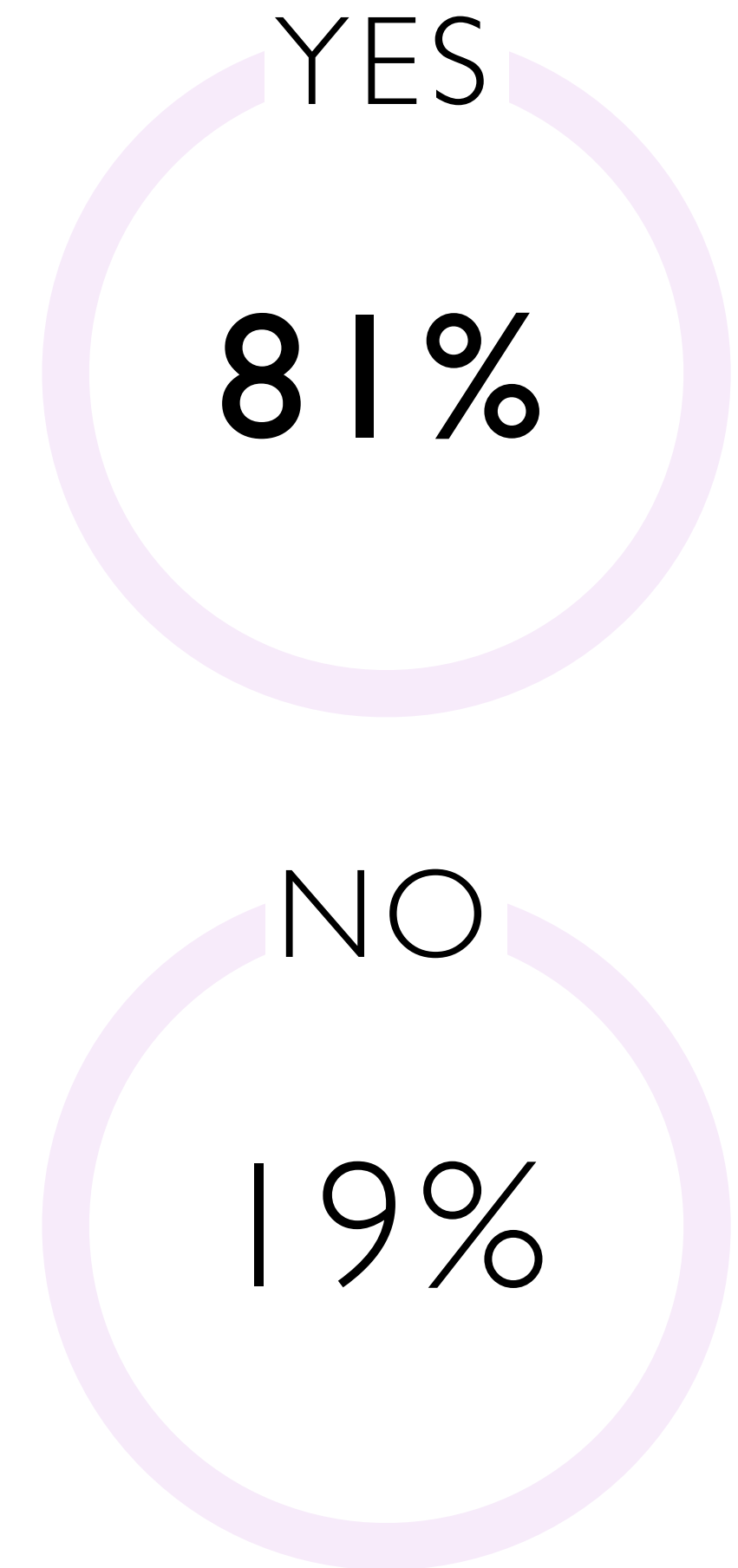
IN SALES AFTER MOVING FROM
TRADITIONAL E-COMMERCE
TO A PERSONAL SHOPPING
SERVICE

CONSUMER OPINIONS ON VINTAGE

DO YOU PREFER SHOPPING
LUXURY DESIGNERS FROM
VINTAGE OR NEW
COLLECTIONS?



IF YOU BUY A DESIGNER
PIECE FROM A NEW
COLLECTION, DO YOU
THINK OF HOW YOU WILL
PASS IT ON LATER IN LIFE?



CONSUMER OPINIONS ON VINTAGE

NO
34%

ARE YOU WILLING TO
SPEND THE SAME AMOUNT
OF MONEY ON A VINTAGE
PIECE RATHER THAN ON A
NEW COLLECTION PIECE?
I.E. CHANEL SUIT OR GUCCI
JACKIE 1961

YES
66%

WHAT DO YOU THINK OF
LUXURY DESIGNERS WHO
USE OLD MATERIALS FROM
THEIR STUDIOS TO
UPCYCLE THEIR NEW
COLLECTIONS?

UP FOR IT
97%

NO! RENEW
MATERIALS
3%

CONSUMER OPINIONS ON VINTAGE

VINTAGE

67%

LIMITED
EDITION

33%

WOULD YOU BUY LIMITED
EDITION RE-EDITED PIECES?
OR WOULD YOU BUY A
VINTAGE ONE?

I.E. PRADA NYLON 1990'S BAG
COLLECTION

DO YOU THINK VINTAGE
SPECIALISTS SHOULD
WORK HAND IN HAND
WITH LUXURY BRANDS TO
HELP LUXURY DESIGNERS
IDENTIFY THE FUTURE
“WORTHY” VINTAGE PIECES
FROM THEIR COLLECTION?

YES, IT COULD
BE HELPFUL

73%

NO, THE
CONSUMER
DECIDES

27%



JEAN PAUL GAULTIER - FALL/WINTER 1995

RUNWAY SHOWS BYRONESQUE TOP 10

TOP 10 RUNWAY SHOWS ON BYRONESQUE

MAISON MARGIELA



REMAINS THE MOST REQUESTED CONTEMPORARY-VINTAGE BRAND ON BYRONESQUE.

OVERSIZED JEANS PIECES FROM F/W 2001.
SEMI-COUTURE COLLECTION TOPS S/S 1997.

HIGH DEMAND FROM **FRANCE, JAPAN & CHINA/ HK.**

VIVIENNE WESTWOOD



SEDITIONARIES TITS T, 1977
'80S AND '90S CORSETS.

HIGH DEMAND FROM THE **U.K.**

JEAN PAUL GAULTIER



CYBER DOTS ONE-PIECE, F/W 1995.
SHEER TRIBAL AND MONEY PRINTS, F/W 1994 + S/S 1994.

HIGH DEMAND FROM **L.A.**

GUCCI



G HARDWARE LINGERIE, S/S 1997
HARDWARE SEPARATES, S/S 1998.

HIGH DEMAND FROM **L.A. & THE U.K.**

HELMUT LANG



PANEL DRESS, S/S 1995
PEEP HOLE TOPS, S/S 2004
ASYMMETRICAL TANK TOPS, S/S 2004.

HIGH DEMAND FROM **NYC, FRANCE, BERLIN, AMSTERDAM & SPAIN.**

TOP 10 RUNWAY SHOWS ON BYRONESQUE

COMME DES GARÇONS



BODY MEETS DRESS, S/S 1997
3D HANDS COLLECTION, F/W 2007
ORIGINAL SHOW ROBES, S/S 1986
LONG WAITLIST, EVEN THOUGH
THEY WERE REISSUED BY CDG.

HIGH DEMAND FROM **PARIS**
& **JAPAN**.

BALENCIAGA BY NICHOLAS GHESQUIÈRE



PATCHWORK COLLECTION (PRICED FOR
SERIOUS COLLECTORS) AND RUNWAY
GREEN CARGO PANTS, S/S 2002.
AVIATOR JACKETS, F/W 2003
LEGO SHOES, F/W 2007 (PRICED FOR
SERIOUS COLLECTORS).

HIGH DEMAND FROM
FRANCE

RAF SIMONS



VIRGINIA CREEPER, F/W 2002
CONSUMED COLLECTION, S/S 2003
BOTH ARE VERY RARE AND STILL GET
LOTS OF ATTENTION WHEN THEY
BECOME AVAILABLE.

HIGH DEMAND FROM
NYC & L.A.

ALEXANDER MCQUEEN

BY LEE ALEXANDER MCQUEEN



JOAN COLLECTION, F/W 1998.
PLATO'S ATLANTIS RUNWAY DRESSES S/S 2010
RUNWAY PROTOTYPES LIKE THE RED VINYL
TOP FROM F/W 1998 - GETS A LOT OF
REQUESTS - FOR COLLECTORS ONLY.

HIGH DEMAND FROM
THE **U.K., CALIFORNIA**
& **NYC**

JOHN GALLIANO



'MISIA DIVA,' COMMONLY REFERRED
TO AS THE PIN UP COLLECTION,
DRESS, S/S 1995
SHEER TATTOO BODYSUIT,
F/W 1997.
MONOGRAM LOGO FULL LOOK,
F/W 2000.

HIGH DEMAND FROM **L.A.**



A LOOK INTO RE-EDITIONS

RE-EDITION OF ARCHIVES ON THE RUNWAY

FOR ITS SPRING/SUMMER 2020 COLLECTION, VERSACE HAS RE-EDITED THE ICONIC JUNGLE DRESS WORN BY JLO IN 2000 AT THE GRAMMY AWARDS.

AT TAGWALK

MOST VIEWED LOOK OF THE COLLECTION;
3RD MOST SEEN VERSACE LOOK ON TAGWALK SINCE ITS CREATION.

AT BYRONESQUE

THE RE-ISSUED 'JLO' JUNGLE DRESS, S/S 2020, CREATED OVER 400 REQUESTS FOR THE EXACT ORIGINAL VERSION.



VERSACE - SPRING/SUMMER 2020

COURTESY OF INDIGITAL

VINTAGE IN COLLECTIONS

A SELECTION OF KEY TRENDS FROM THE LATEST SEASONS, SPOTTED BY TAGWALK

TARTAN

MOST VIEWED TARTAN
LOOK ON TAGWALK



SAINT LAURENT
F/W 2020



ALEXANDER MCQUEEN
F/W 2006

REQUESTS FOR TARTAN TENDS TO BE FOR PIECES FROM CONTROVERSIAL SHOWS RATHER THAN TARTAN FOR TARTAN'S SAKE. MCQUEEN'S HIGHLAND RAPE, F/W 1995, JOAN, F/W 1998 AND WIDOWS OF CULLODEN, F/W 2006. **BYRONESQUE**

DENIM

MOST VIEWED DENIM
LOOK ON TAGWALK



CELINE
S/S 2020



VIVIENNE WESTWOOD
S/S 1991

REQUESTS FOR DENIM TENDS TO BE FOR CREATIVE PIECES, LIKE VIVIENNE WESTWOOD'S SLASHED DENIM SUIT, S/S 1991, ALEXANDER MCQUEEN BUMSTERS, F/W 2000, MARGIELA'S OVERSIZED JEANS, F/W 2000 AND HELMUT LANG SPLASH JEANS, S/S 1998. **BYRONESQUE**

"THE MAJORITY OF TODAY'S TRENDS THAT ARE SIGNATURE STYLES FROM OUR CONTEMPORARY-VINTAGE HEROES HAVE BEEN IN CONSTANT DEMAND SINCE WE LAUNCHED. TRENDS DON'T JUST AFFECT HOW PEOPLE BUY, BUT INCREASINGLY WHAT PEOPLE SELL." **BYRONESQUE**

A SELECTION OF KEY TRENDS FROM THE LATEST SEASONS, SPOTTED BY TAGWALK

CUT OUT

MOST VIEWED CUT OUT
LOOK ON TAGWALK



SAINT LAURENT
S/S 2020



HELMUT LANG
S/S 2001

HELMUT LANG; MORE THAN ANY OTHER DESIGNER. S/S 2001 BONDAGE TOPS, CUT OUT PEEP HOLES FROM S/S 2004, HARNESES FROM F/W 2003 AND HIS SIGNATURE SLASH PIECES FROM S/S 1996 THAT HE REINTERPRETED IN SUBSEQUENT SEASONS. **BYRONESQUE**

CORSET

MOST VIEWED CORSET
LOOK ON TAGWALK



MUGLER
S/S 2020



YVES SAINT LAURENT
S/S 2001

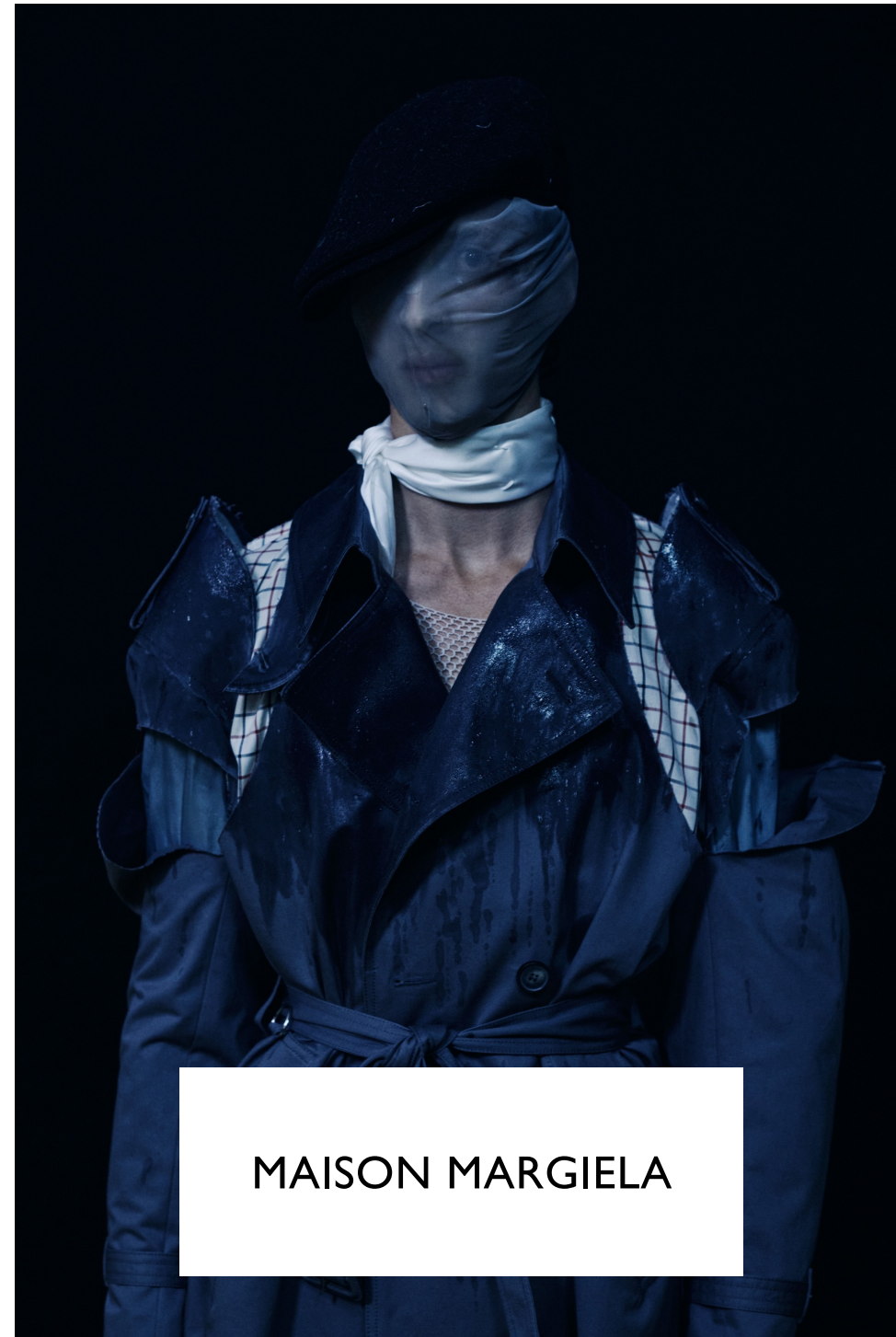
REQUESTS FOR VIVIENNE WESTWOOD CORSETS HAVE INCREASED 53% SINCE 2018. YOHJI YAMAMOTO CAGE CORSET, F/W 2006 AND YVES SAINT LAURENT BY TOM FORD LEATHER BUSTIER, S/S 2001 TYPICALLY SELL QUICKLY BECAUSE OF THEIR RARENESS IN THE VINTAGE MARKET AND AS SUCH, INCITE LONG WAITLISTS. **BYRONESQUE**

VINTAGE NOW

MAISON MARGIELA - SPRING/SUMMER 2021

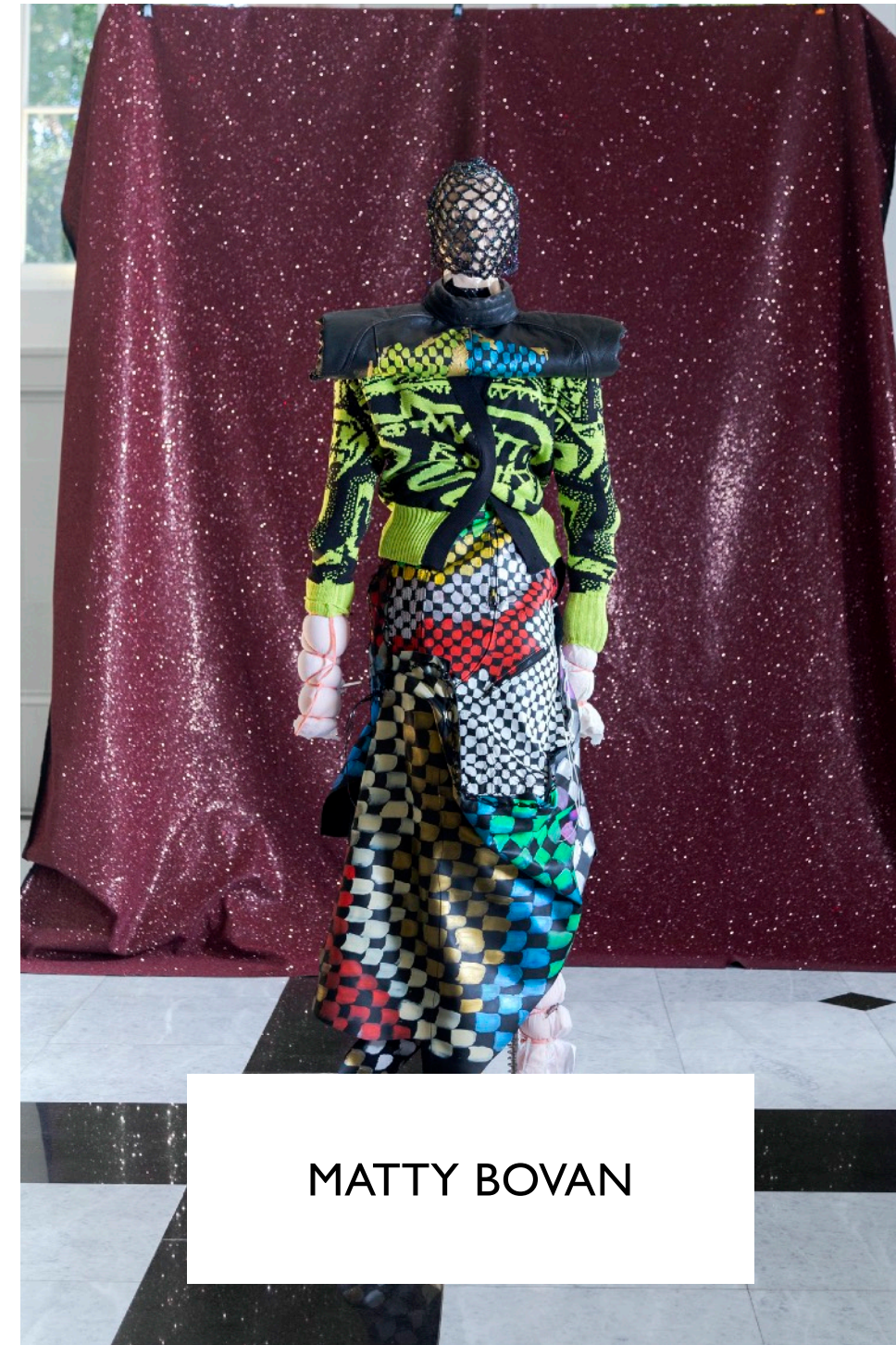


AS SEEN IN THE LATEST COLLECTIONS, VINTAGE ITEMS ARE USED BY FASHION BRANDS, MOSTLY UPCYCLED TO REWORK GARMENTS INTO NEW DESIGNS. VERY RARELY, TRUE VINTAGE ITEMS ARE SEEN ON THE RUNWAY.



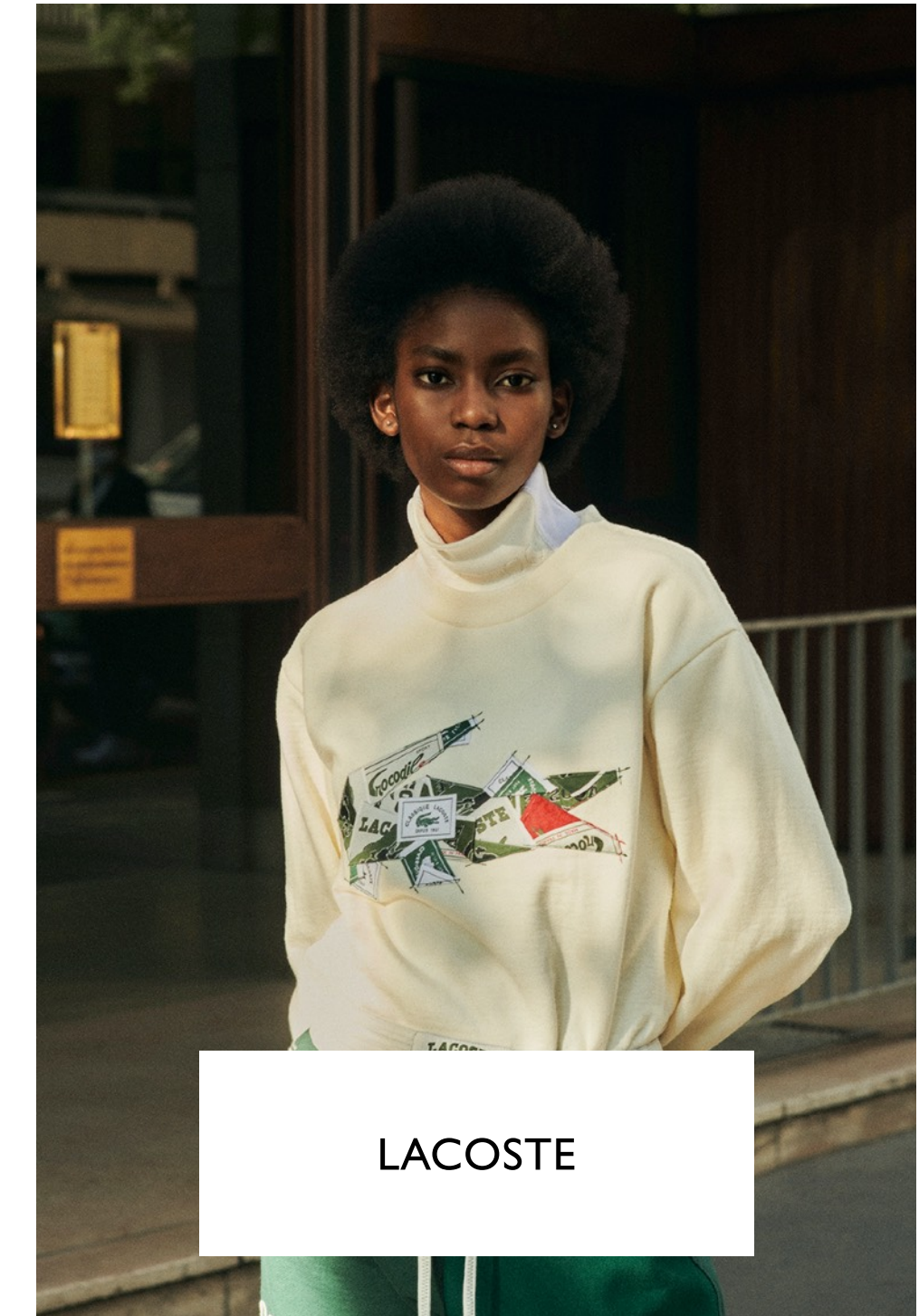
MAISON MARGIELA

REPLICA BY MAISON MARGIELA
LABEL OF GENUINE VINTAGE FINDS, RESTORED AND RE-APPROPRIATED AS LIMITED-EDITION GARMENTS OR ACCESSORIES, AND SOLD IN THE HOUSE'S OWN STORES.



MATTY BOVAN

USE OF VINTAGE LEATHER SKINS FOR MATTY BOVAN F.O.E. USING HIS MOTHER'S BROKEN UP OLD NECKLACES AND SALVAGED PIECES OF JUNK TO CREATE SOMETHING OTHERWORLDLY.



LACOSTE

#CROCCOUTURE
THE SPRING/SUMMER COLLECTION IS A FUSION OF VINTAGE PIECES WITH NEW CREATIONS THROUGH UPCYCLING. LIMITED EDITION.



PRADA - SPRING/SUMMER 2021

THE FUTURE OF VINTAGE

THE FUTURE OF VINTAGE

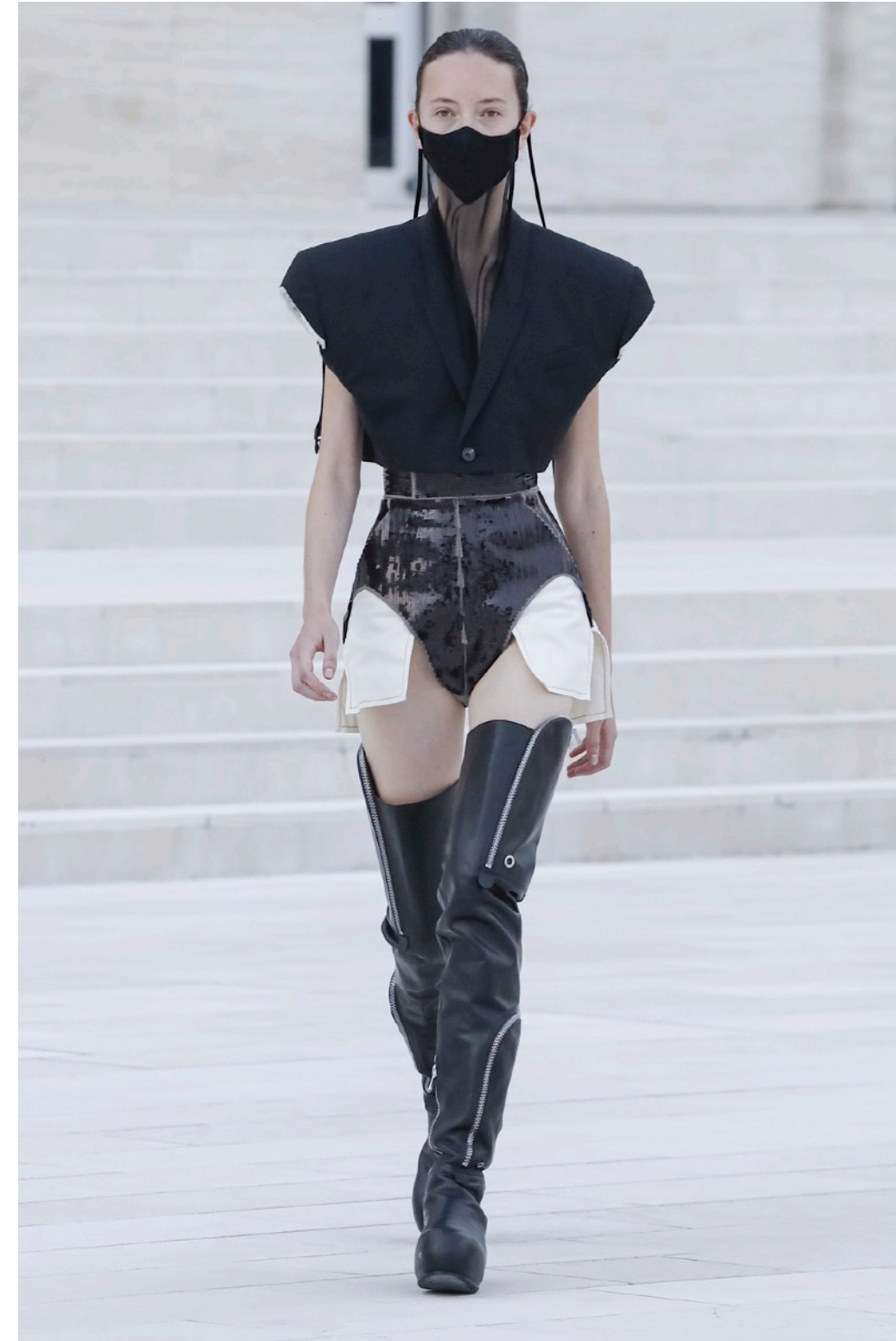
BYRONESQUE'S PICKS OF SPRING/SUMMER 2021
FUTURE CONTEMPORARY VINTAGE PIECES ON TAGWALK

*“THE VISIBLY OBVIOUS CHILD OF RAF
SIMONS AND MIUCCIA PRADA”*



PRADA - S/S 2021
LOOK 28

*“ARMOUR FOR
DYSTOPIAN TIMES”*



RICK OWENS - S/S 2021
LOOK 5

“THE PUREST ‘THEY’ FASHION”



THOM BROWNE - S/S 2021
LOOK 6

*“UNRELENTING OPULENCE
IN A DOWNTURN”*



BALMAIN - S/S 2021
LOOK 81

THANK YOU!

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