



Selling Jeans for Profit

How to Sell Jeans Online.

A Visual Guide to Identify Profitable Brands

Data Provided in this guide is from March 2014



Selling Jeans for Profit

In this guide, I will discuss which jeans sell for profit on eBay. By no means is this a complete guide to all the profitable brands, but this will provide you with a basic reference guide to finding jeans that sell for profit.



APC X KANYE

APC X Kanye is a collaboration between two celebrities A.P.C. and Kanye West that specializes in Japanese denim. If you see these jeans, grab them!

STATUS: MEDIUM DEMAND

- eBay Data: Current Listings 20
- 100% of the APC X Kanye Jeans on eBay are Men's.
- 70% of the jeans are used.
- 133 listings have completed – 97 have sold on eBay –73% Sell Thru Rate
- Price Points: \$72 to \$500 – Depending on Style (Stone Washed brings the \$\$\$\$)
- Can you Sell in Lots: I wouldn't recommend.
- [CLICK HERE](#) to visit website for further research.



BALMAIN

Balmain is a high fashion house in Paris that specializes in clothing & accessories. Their jeans are very well made and are highly sought after.

STATUS: HIGH DEMAND

- eBay Data: Current Listings 405
- 55% of the Balmain jeans on eBay are Men's.
- 17% of the jeans are used.
- 887 listings have completed – 487 have sold on eBay – 55% Sell Thru Rate
- Price Points: \$35 to Thousands– Depending on Style (Leather Biker brings the \$\$\$\$)
- Can you Sell in Lots: I wouldn't recommend
- [CLICK HERE](#) to visit website for further research.



BKE

BKE is an exclusive jean that company Buckle sells for men and woman which is produced with great attention to detail along with excellent quality.

STATUS: HIGH DEMAND

- eBay Data: Current Listings 6,934
- 75% of the BKE Jeans on eBay are Women's.
- 75% of the jeans are used.
- 34,138 listings have completed - 22,388 have sold on eBay – 65% Sell Thru Rate
- Price Points: \$20 - \$250 – Depending on Style
- Can you Sell in Lots: YES
- [CLICK HERE](#) to visit website for further research.





BRIONI

Brioni is a high end Italian Fashion House that sells men's clothing. These Jeans bring real money if you can find them.

STATUS: MEDIUM DEMAND

- eBay Data: Current Listings 248
- 100% of the Brioni jeans on eBay are Men's.
- 2% of the jeans are used.
- 425 listings have completed – 239 have sold on eBay – 56% Sell Thru Rate
- Price Points: \$30 to \$400 – Depending on Style (New with Tags brings the \$\$\$\$)
- Can you Sell in Lots: Yes the lower end.
- [CLICK HERE](#) to visit website for further research.

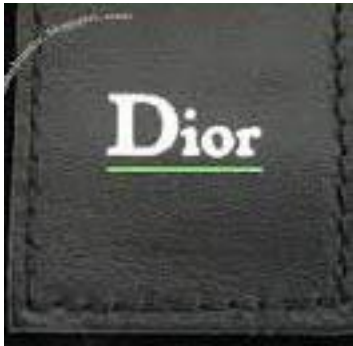


D SQUARED

D Squared is a high end men's fashion company that offers excellent quality jeans that are sought after

STATUS: HIGH DEMAND

- eBay Data: Current Listings 1,497
- 100% of the D Squared jeans on eBay are Men's.
- 22% of the jeans are used.
- 3,188 listings have completed – 1,581 have sold on eBay –50% Sell Thru Rate
- Price Points: \$30 to \$600 – Depending on Style (Biker Destroyed brings the \$\$\$\$)
- Can you Sell in Lots: The lower end jeans can do well in a lot.
- [CLICK HERE](#) to visit website for further research.



DIOR HOMME

Dior Homme is a division of Christina Dior and is a global leader in high end fashion. These jeans are very niche and not in mass quantities which is why they are so valuable

STATUS: HIGH DEMAND

- eBay Data: Current Listings 183
- 100% of the Dior Homme jeans on eBay are Men's.
- 53% of the jeans are used.
- 634 listings have completed – 316 have sold on eBay – 54% Sell Thru Rate
- Price Points: \$40 to \$800 – Depending on Style (Ink Me brings the \$\$\$\$)
- Can you Sell in Lots: I wouldn't recommend.
- [CLICK HERE](#) to visit website for further research.



KITON

Kiton is a high end clothing designer from Italy. They make all types of clothing. I would recommend to grab anything with this name on it. The jeans are highly sought after and bring real money

STATUS: **MEDIUM DEMAND**

- eBay Data: Current Listings 394
- 100% of the Kiton jeans on eBay are Men's.
- 1% of the jeans are used.
- 529 listings have completed – 283 have sold on eBay – 54% Sell Thru Rate
- Price Points: \$60 to \$1k – Depending on Style (New with Tags brings the \$\$\$\$)
- Can you Sell in Lots: I wouldn't recommend.
- [CLICK HERE](#) to visit website for further research.



LEVIS

Levis has been selling jeans since 1870's and are a major player in the denim jean industry. Vintage Levis will bring all the money, especially the BIG E & Red Line Jeans (the jeans can be destroyed and they will bring thousands of dollars). Don't overlook the recent Levis, they sell well for around \$20-\$25, but you can do better selling them in a group of similar sizes.

STATUS: MEDIUM DEMAND

- eBay Data: Current Listings 162,839
- 58% of the Levis jeans on eBay are Men's.
- 72% of the jeans are used.
- 394,238 listings have completed – 165,828 have sold on eBay – 42% Sell Thru Rate
- Price Points: \$15 to Thousands– Depending on Style (Vintage Brings the \$\$\$\$)
- Can you Sell in Lots: YES
- [CLICK HERE](#) to visit website for further research.

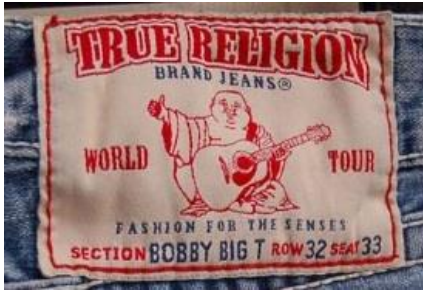


SAINT LAURENT

Saint Laurent Paris offers high end designer clothing. They sell all types of items, but we are focusing on the jeans. They sell both men's and women's jeans which can fetch very high dollar and they do have a basic jean that sells well. This stuff is extremely rare to get and as you can see from the data below the market is not flooded.

STATUS: HIGH DEMAND

- eBay Data: Current Listings 120
- 54% of the Saint Laurent jeans on eBay are Men's.
- 36% of the jeans are used.
- 316 listings have completed – 158 have sold on eBay – 50% Sell Thru Rate
- Price Points: \$35 to Thousands– Depending on Style (Destroyed brings the \$\$\$\$)
- Can you Sell in Lots: YES for Low End
- [CLICK HERE](#) to visit website for further research.



TRUE RELIGION

True Religion was founded in 2002 out of California and is considered High End Denim. This brand is an excellent seller, but be careful of knock offs.

STATUS: MEDIUM DEMAND

- eBay Data: Current Listings 23,287
- 66% of the True Religion jeans on eBay are Women's.
- 40% of the jeans are used.
- 73,734 listings have completed – 41,880 have sold on eBay – 57% Sell Thru Rate
- Price Points: \$15 to \$300 – Depending on Style (New with Tags brings the \$\$\$\$)
- Can you Sell in Lots: Yes
- [CLICK HERE](#) to visit website for further research.

MID GRADE JEANS

The 4 name brand jeans you see below are a must to pick up when you are out sourcing for product. They all sell very well and fast on eBay. Price is everything when purchasing jeans, so make sure you're not overspending.



Diesel



Nudie



Flathead



Ralph Lauren

LOW GRADE JEANS

The name brands below are great to sell in lots on eBay. Some can be valuable selling as single pair, but from my experience they sell better in lots of the same size.

Abercrombie & Fitch
American Eagle
Armani
Banana Republic
Baby Phat
Bebe
Calvin Klein
Carhartt
Coogi
Dereon
DKNY
Inco
Lee
Levis
Lucky
Seven for Mankind
Wrangler

NOTABLE BRANDS

The name brands below are great to sell in lots on eBay. Some can be valuable selling as single pair, but from my experience they sell better in lots of the same size.

Affliction

Ermenegildo Zegna

Mister Freedom

Miss Me

Rock Revival

Samurai