Secondary Retail Market B2B Solutions for Apparel, Shoes, and Accessories

www.bstock.com

About B-Stock

B-Stock operates the world's largest network of B2B marketplaces for returned and excess apparel, shoes, and accessories. Our platform connects major retailers and brands directly to vetted secondary market apparel buyers around the globe. Our account management team is made up of apparel and auction industry experts who provide daily support, guidance, and auction strategy.

Our B2B Sales Platform

- Flexible + scalable: sell across all conditions and quantities
- Complete control over who sees and buys your excess inventory and how it enters the secondary market
- Used by nine of the top 10 U.S. retailers
- Online auction dynamic extracts the highest willingness to pay

Secondary Apparel Market Insights

- Apparel has one of the highest return rates at 30%
- The secondary market for apparel is slated to reach $51 billion by 2023
- Fast fashion is leading to a quicker sales cycle and the inability to put returned inventory back on shelf
- Apparel accounts for 49% of the total resale market demand

Over **20mm units** of apparel are sold annually across our marketplaces, making it one of our largest categories. We have buyers located in more than **130 countries**.

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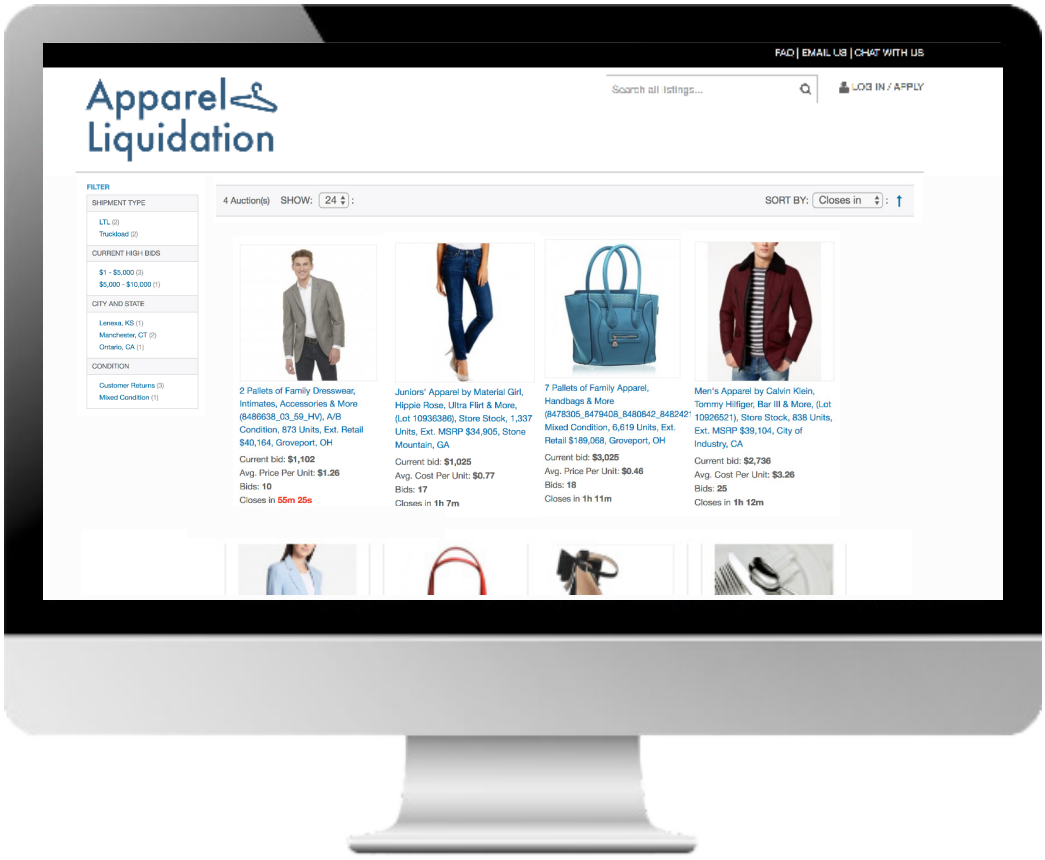
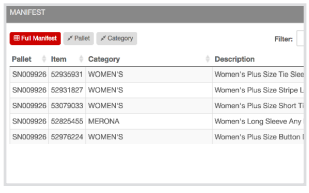
How it Works

Sell directly to secondary market buyers via your own B2B marketplace.

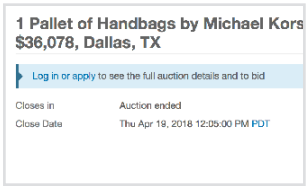
- The online auction platform creates competition, pushing prices up
- You have full control over who is seeing and buying your inventory and can set buyer restrictions
- Targeted marketing campaigns ensure the right buyers see your inventory



Features

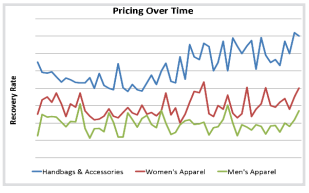


Searchable manifests



Optimal lot configurations & listing schedules

Customized buyer terms & conditions



Real data on secondary market prices

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B-Stock's Buyer Network

We've spent years building a buyer base specifically interested in secondary market apparel, accessories, and shoes.

Our buyers include:

- Exporters
- Mom & pop shops
- Discount stores
- Online sellers

Buyer grouping can include:

- Export only
- Brick + mortar only
- Delabeling requirements

If you have an existing buyer base, making them compete against other buyers will help achieve higher pricing.

We have buyers in 130+ countries

Demand generation through digital marketing and paid media campaigns drives the right buyers to your marketplace.

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