

CHANEL Resale Market



Moonseo Park

Professor, PhD

39동 433
Phone 880-5848, Fax 871-5518
E-mail: mspark@snu.ac.kr

Department of Architecture
College of Engineering
Seoul National University

CHANEL BAG Price



Chanel Jumbo Classic Flap Price History
BY YOOGISCLOSET.COM



샤넬 가격 인상
현황 (단위:만원)



클래식 라인(최대 13% 인상)

스몰 533 → 560

미디엄 598 → 628

점포 667 → 700

맥시 정보 725 → 761



코코핸들 라인(최대 29% 인상)

미니 383 → 430

미디엄 476 → 615



Long queue under pandemic



HOW MUCH POPULAR CHANEL BAGS WILL COST YOU ON THE RESALE MARKET?

By Jess Portillo

The decision to purchase a new bag is an exciting one, and with fashion's push towards shopping more sustainably, coupled with the current economic climate, the secondhand market has become a buyers haven for pre-loved finds. With another price increase in effect in Europe, and looming for the US too, buyers are turning towards the secondhand market to find their holy-grail bags at a more reasonable price now more than ever. With so many choices, we know that shopping the resale market can be overwhelming, so we researched the current secondhand market to create a handy guide in order help you get a better understanding of what popular bags are selling for right now. To be clear, all prices are in USD and represent the current range of selling prices, on popular resale sites. Included with each style, you'll find the current retail price for its most basic model where applicable, as well as the average median selling price across all resale sites. Keep in mind that prices can vary greatly on the secondary market, especially if the color is a seasonal or limited edition variation.

In an Attempt to Crack Down on Resale, Chanel is Putting a Quota System in Place for Some of its Bags

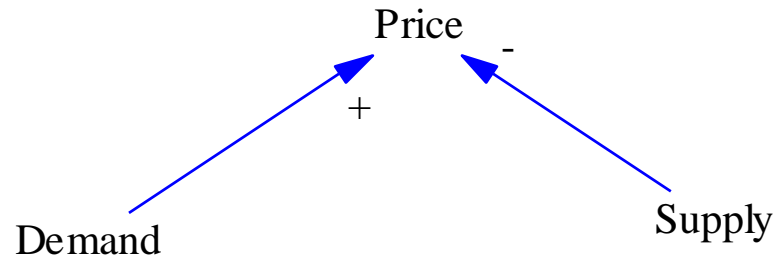
October 15, 2021 - By TFL

Chanel is taking a hard stance when it comes to sales of certain handbags and leather goods, with the French fashion house making headlines this week for putting a strict limit on the number of bags that consumers in certain markets can buy over a one-year period. The Korea Times reported that on the heels of raising prices in February, July and September of this year, Chanel has adopted a new policy in Korea in which “each customer can buy one Timeless Classic flap bag and one Coco Handle bag per year,” and has also put quotas in place for on small leather goods, including wallets and pouches, assuming that “a customer wants more than one of the same model in the category.”

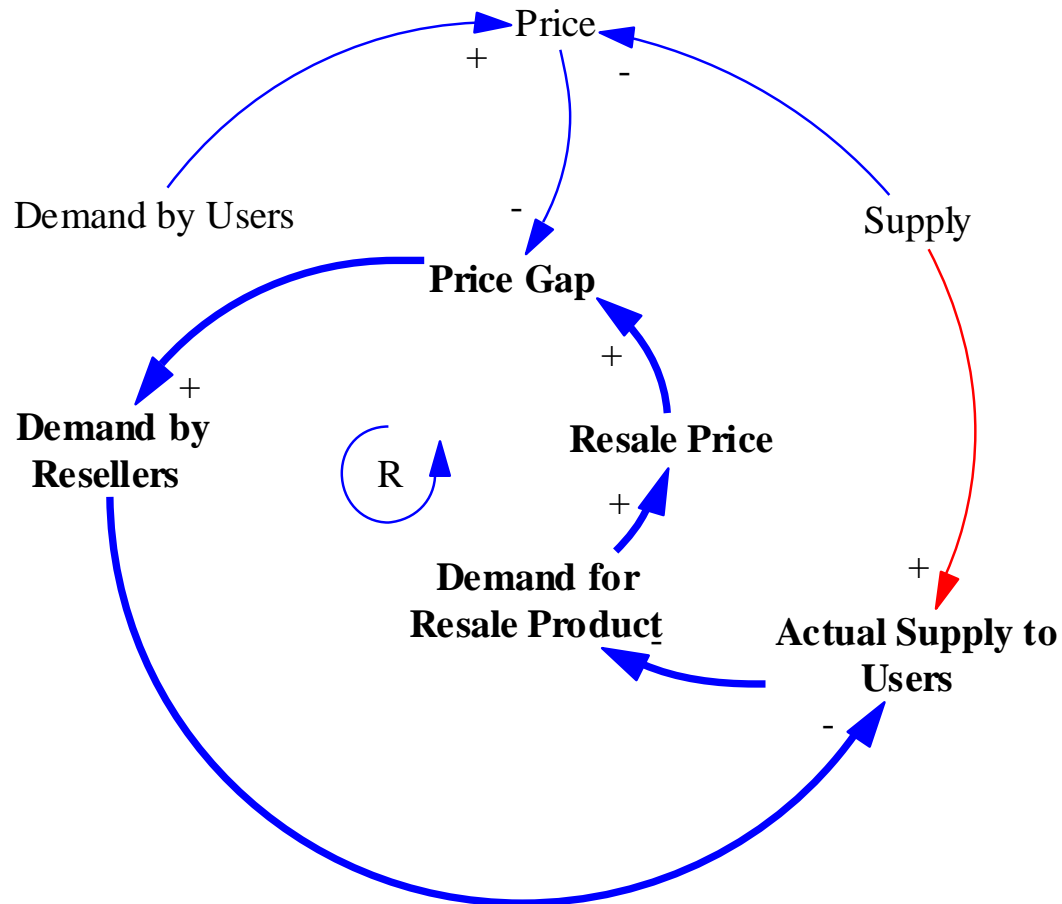
Modeling Objectives

*Build an SD model to explain slides 2 to 5
and find fundamental reasons for them!*

Pricing by the market principle or CHANEL's strategy



Limited supply fuels the resale market



MZ generation's trend also reinforces...

