



MOST WANTED LUXURY RESALE

**2022 IMPACT
REPORT**

DID YOU KNOW?

**AN ITEM PURCHASED
USED VS NEW DISPLACES
17.4 LBS OF CO2
EMISSIONS**

*reducing its carbon footprint
by 82%*

Source: Threadup Report

The World of Resale in 2022



In 2022 there was a 27% growth in awareness of resale brands



70% of consumers say it's easier to shop second hand than it was 5 years ago



74% of consumers have shopped or are open to shopping secondhand apparel



56% of consumers say brands should play more of a role in reducing fashion's environmental impact—higher than any other stakeholder group

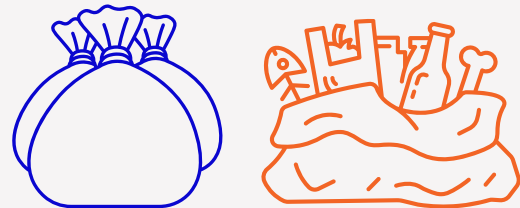
Recirculation

In the last year, Most Wanted has recirculated an estimated 1518 items, including clothing, shoes, and accessories.



That means from our little home at 540 West Ave here in Kelowna BC, we have helped re-home 1518 pieces. They've started new adventures and begun writing entirely new stories.

That's 1518 items that could have otherwise sat unused in that backs of closets, been given to overflowing thrift stores that don't need more, or even landfilled.

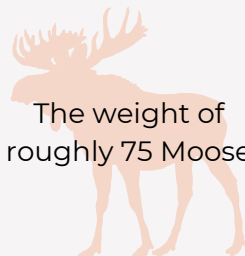


Based on the Thredup Resale Report's calculations on the impact of shopping used vs new, with those 1518 items alone, Most Wanted has helped displace roughly **26,413.2 lbs** of CO2 emissions.

That's equivalent to . . .



Roughly 2.78 flights from Kelowna - Vancouver



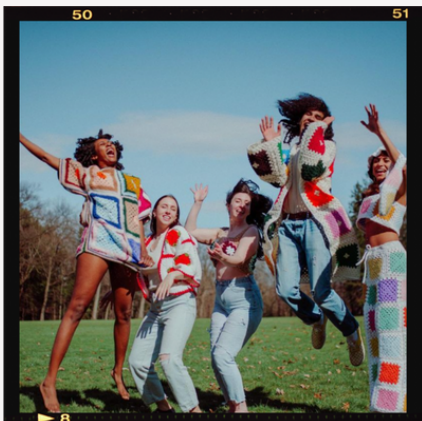
The weight of roughly 75 Moose



The CO2 production of roughly 1630 pairs of Levi's Jeans

Partner Impact

This year we were thrilled to engage with the sustainable fashion community both locally and globally



ForteLuxe
Emmy Deveaux
Undone
JBGear
Agent Reclaim
Atomic Tangerine
Nothing to Hide
By Marissa Aurora
Van Scott the Label
Chic Made Conciously
Emily Henry
Amy Auerbach
Afifa Bari

We Collaborated
with 13 Sustainable
Businesses & Artists

We Hosted 4 Sales
& Pop-Ups To
Fundraise for
Remake, our Non-
Profit Partner

What's To Come

In 2023, we will continue our beloved work of rehoming pieces of fashion and helping them write new stories.

We also hope to expand our impact by ...

- Hosting more frequent non-profit fundraiser sales & pop-ups
- Keeping track of the number of items recirculated through our store, online & non-profit sales
- Collaborating with more local & sustainable businesses
- Expanding our reach in the world of fashion by sponsoring a sustainable fashion event at Refashion Week in New York City
- Hosting Wear Your Values workshops & vintage sales in our new Most Wanted Warehouse

We would like to extend a sincere thank you to everyone who has visited, shopped, followed along, read this report, and supported Most Wanted this past year. As a small, family run business in an ever-changing industry, we value and cherish the love we receive and cannot wait to continue to grow the Most Wanted community in 2023.

Consign & Shop

540 West Ave
Kelowna BC V1Y 4Z4

mostwantedresale.com
@mostwanted_luxuryresale

Sources

Thredup Resale Report
The Real Real 2022 Resale Report
Oxfam