

## Ebay's 'Endless Runway' Returns for SS26 to Champion Pre-Loved Fashion on Global Catwalks

Published on 22 Aug 2025 | By IFI Correspondent



### Ebay Expands 'Endless Runway' Circular Fashion Initiative for SS26 in Global Fashion Weeks

**E-commerce giant Ebay** is doubling down on its commitment to circular fashion with the return of its **'Endless Runway' initiative** during the **spring/summer 2026 catwalk season** across **New York, London, Milan, and Paris**.

Now in its second year, Endless Runway seeks to reinforce the role of **pre-loved fashion on the global catwalk**. The platform has confirmed collaborations with a stellar line-up of designers, including **Erdem, Luar, Altuzarra, Kallmeyer, and Ahluwalia**, in partnership with the **Council of Fashion Designers of America (CFDA)**, the **British Fashion Council (BFC)**, and the **Fédération de la Mode Circulaire (FMC)**.

Each participating designer will **rework archival and pre-loved pieces** from past collections into their SS26 showcases, spotlighting how sustainability and heritage can merge on fashion's biggest stages.

*"From archival runway pieces to pre-loved staples, each runway look will make a bold statement about the power of pre-loved and the relevance of circularity on fashion's biggest stage,"* Ebay said in a statement.

London-based designer **Erdem Moralıoğlu** shared his enthusiasm:

*"I am thrilled to partner with Ebay 'Endless Runway' for spring/summer 2026. Reimagining an archival Erdem look within a circular fashion format offers a unique opportunity to explore continuation of a narrative, design, and sustainability."*

Alongside designer showcases, Ebay will also stage its own **shoppable pre-loved runway shows** via **Ebay Live**, taking place in **New York on September 10** and **London on September 18**. Ebay stylists **Brie Welch** and **Amy Bannerman** will curate and host the shows.

**Alexis Hoopes, vice president of global fashion at Ebay**, emphasized the platform's role in uniting diverse fashion audiences:

*"Ebay is where vintage finds, pre-loved pieces, and emerging designer fashion converge – offering the most dynamic selection, for the most diverse fashion marketplace in the world. With Ebay Endless Runway, we're continuing to prove that pre-loved fashion is leading the global conversation around circularity."*

The expansion of Endless Runway underscores how **resale and circularity** are shaping the future of fashion, blending **heritage pieces with new design narratives** to resonate with modern, sustainability-conscious consumers.

---

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/VISHAL KHAIRNAR, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.