INDIA FASHION ICON MAGAZINE

Hermès Regains Crown as Top Luxury Resale Investment in 2025

Published on 15 Dec 2025 | By IFI Correspondent

Hermès has reclaimed its position as the leading luxury brand for resale value retention in 2025, according to the latest *Clair Report* released by luxury resale platform **Rebag**. The French maison reached an impressive **138% value retention on the resale market**, marking a significant **38% year-over-year increase** and underscoring the enduring appeal of its iconic handbags among collectors and investors.

Rebag's annual *Clair Report*, which analyses millions of data points from both primary and secondary markets to evaluate resale trends, found that Hermès now stands out as the most "investment-worthy" luxury brand in the bag category for the year. This resurgence places it ahead of other high-end names like **Goyard**, which achieved **132% resale value retention in 2025**, and **Miu Miu**, which clocked in at **104%**. Meanwhile, **The Row** recorded a respectable **97%**, reflecting growing interest in minimalist luxury designs.

The **Hermès Birkin and Kelly bags** continue to be particularly strong performers on the resale market, often fetching prices above their original retail cost due to scarcity, craftsmanship, and cultural desirability. A decade-long look at Birkin resale data revealed that values have **surged 92% since 2015**, outpacing Hermès' own retail price increases over that period.

The report also highlighted how shifting consumer behaviour and global tariff changes have made 2025 a pivotal year for the luxury resale segment. Higher prices in the primary market have driven more shoppers toward pre-owned channels, boosting demand for classic pieces and rare styles. Iconic collaborations such as **Louis Vuitton × Takashi Murakami** and renewed interest in early-2000s designs like **Balenciaga's Le City** and **Celine's Phantom** have further fuelled the resale surge.

Beyond bags, the *Clair Report* examined other luxury categories. In fine jewellery, **Van Cleef & Arpels** extended its lead with **112% retention**, led by popular collections like Sweet Alhambra, while **Rolex** maintained a strong **104% resale value** in watches—highlighted by standout models such as the Submariner Hulk. By comparison, **Cartier** posted **87% retention** in the watch segment.

As luxury consumers increasingly view designer accessories as investment assets rather than mere fashion purchases, Hermès' return to the top spot in resale value reflects both the timeless desirability of its products and the resilience of the secondary market itself.

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