



LUXE
COLLECTIVE

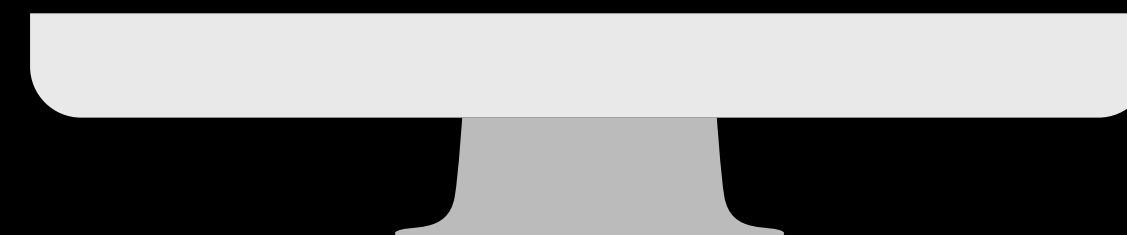
Oliver Millar | COO

Who are we?

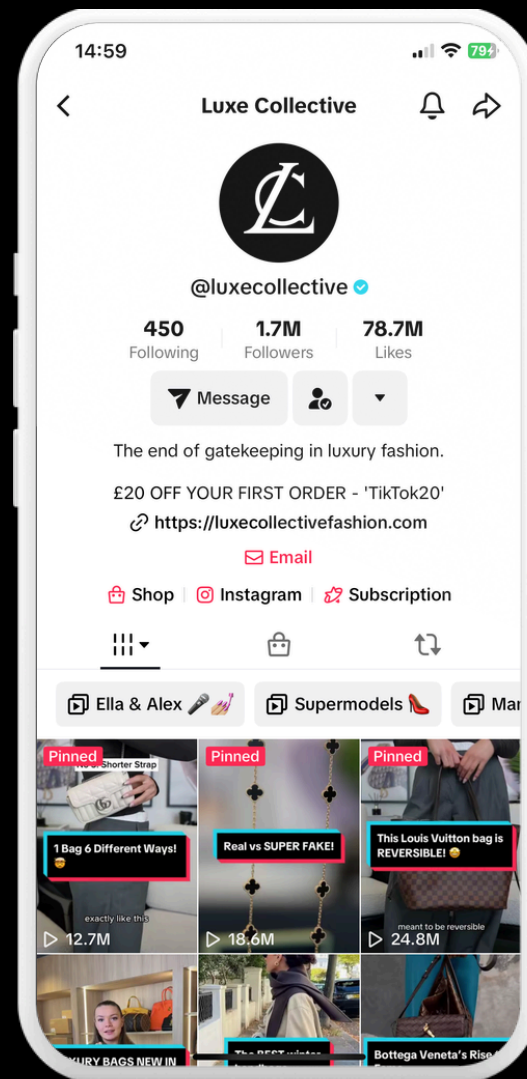
Luxe Collective is a pre-loved luxury reseller.

We have bought and sold over 100,000 items from brands like Louis Vuitton, Gucci, Prada, and have amassed over 2 million followers across our social media channels.

We were also recently featured on BBC Dragons' Den.



How we scaled.

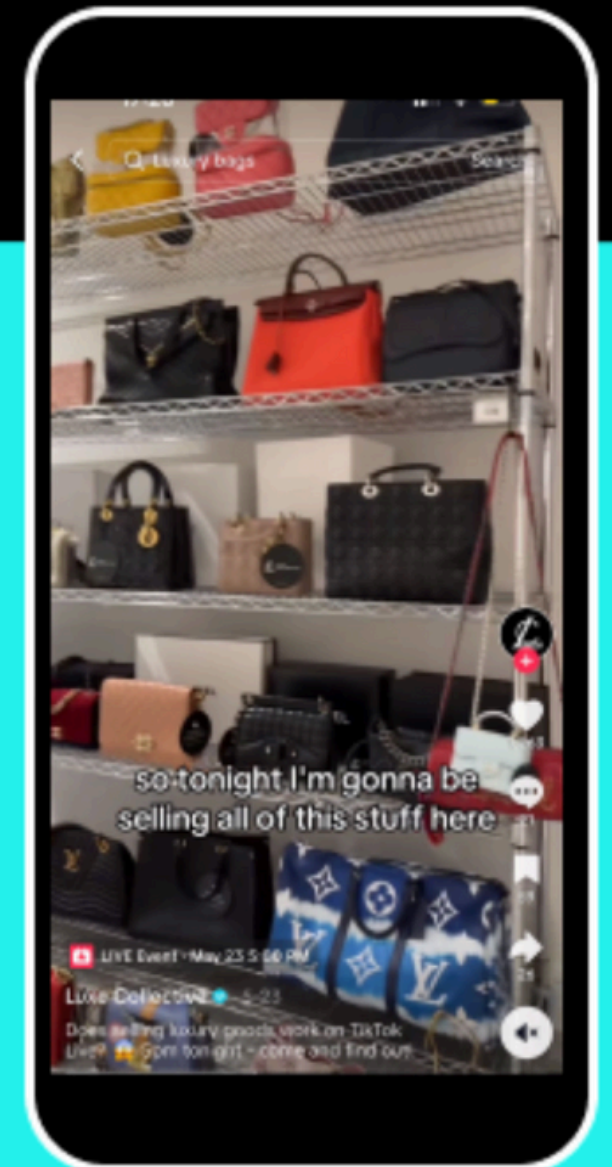
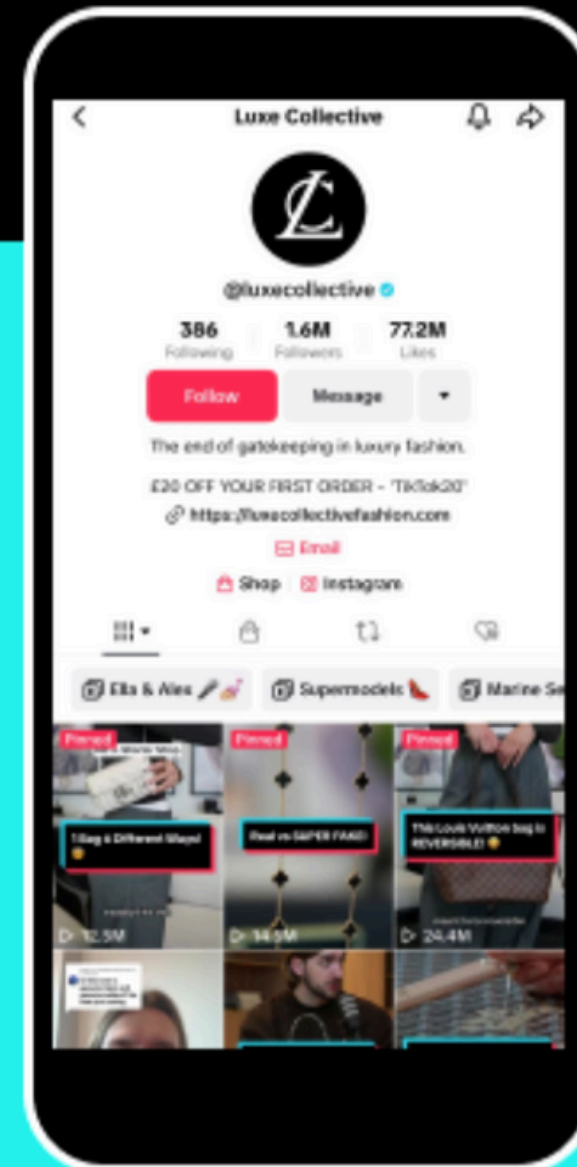


A huge contributing factor to our rapid scale up was driven through social media, specifically TikTok.

We started out by posting a minimum of 3 times per day, with a mixture of content from educational, entertainment and product.

The difference we identified between TikTok and the other social media channels we were posting content on, was to focus more on community building than conversion.

TikTok Shop



Objective

As one of the first brands to launch in TikTok Shop's new pre-owned luxury category in April this year, we were keen to convert our already large following into customers.

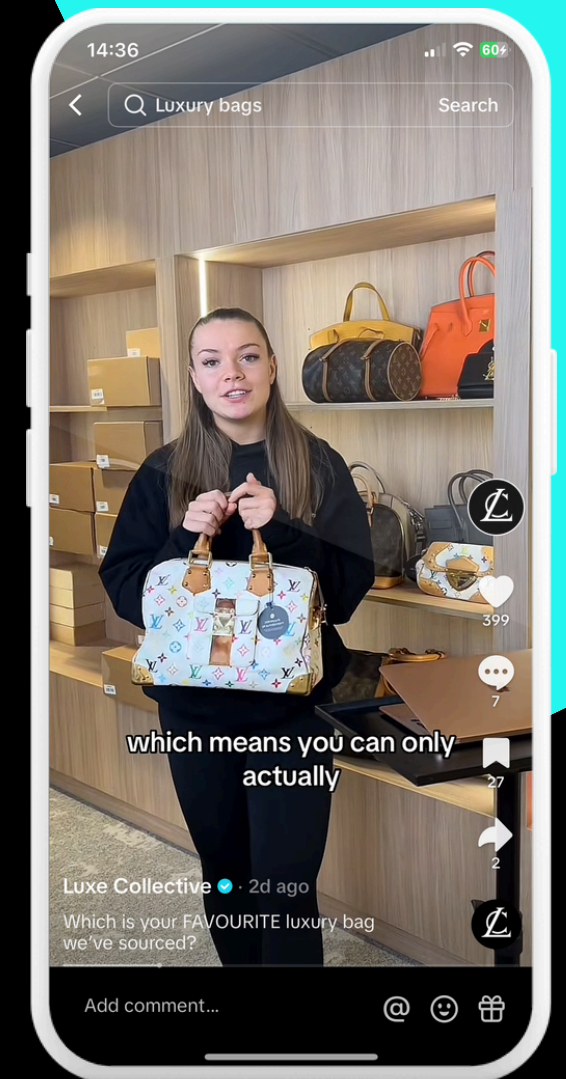
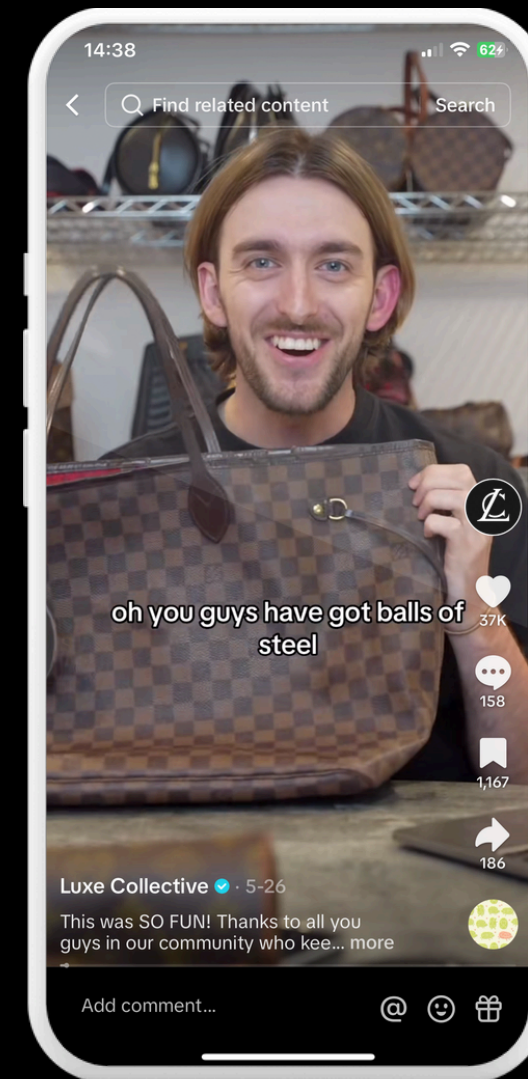
Strategy

We initially kicked off with a native strategy that focused on hosting engaging self LIVEs.

We created engaging short videos to promote & drive traffic to our LIVE's.

During these LIVE's, we connected with our audience in real-time through interactive Q&As, along with sharing detailed product insights and providing customers with extensive information before they committed to purchasing.

We also raised further awareness of our shop by implementing targeted shop ads to reach a broader audience and convert potential buyers interested in our luxury product offering.



Results

 TikTok Shop

94%

Sales driven by self
LIVES

62%

Click through rate

785K

Viewers in 1 month

\$562

Average Order Value
(AOV)

Thank you!