

ANNIE'S IBIZA

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Fashion Consultancy Project
BSc (Hons) Fashion Marketing



BUSINESS NAME
& LOGO



OUTLINE OF
PROPOSED SOLUTION

1.1 Introduction

Founded in 2018 by vintage enthusiast Annie Doble, Annie's Ibiza is a luxury brand renowned for retailing unique and eclectic pieces (De Klerk, 2023). Annie's Ibiza has two stores and operates through these primary entities, with their flagship store in Ibiza and another in Soho, London. Annie's Ibiza is also available to shop online, with their website making them accessible to luxury consumers worldwide. Since the company's foundation, Annie's Ibiza has risen to fame, with their pieces noted by Vogue as 'one-of-a-kind' (Bender, 2021).

Annie's Ibiza has seen prodigious YOY growth in recent years, with their current assets growing exponentially from under £150K in 2023 to over £500K in 2024 (GOV.UK, 2024). This particularly promising growth demonstrates the financial robustness of the company, suggesting that Annie's Ibiza are in an influencing position to adopt and sustain a resale scheme.

(Pretavoir, 2024)



1.2 What?

The overproduction and overconsumption of clothing remains one of the most prominent challenges within the fashion industry (Bäckström et al., 2023, pp. 1-17). The increase in excessive clothing consumption per capita in recent years presents significant environmental and societal concerns such as climate harm, resource exploitation and social injustices (Koning et al., 2024). Societal pressures to consume the 'latest' trends have led to the rapid production of clothing, with ever-changing trends attractively marketed to consumers, ultimately fuelling a continuous cycle of overconsumption (Simonsen, no date).

Despite these pressures, modern-day consumers are increasingly recognising the harm of overconsumption and are advocating for more sustainable consumption (Mintel, 2024). In their 2024 'Fashion and Sustainability Market Report', Mintel found that 57% of British consumers view sustainability as an important factor for fashion. The recognition of the environmental harm of brands overproducing in conjunction with the growing concerns for sustainable practice from consumers has ultimately led to them adopting more sustainably conscious shopping behaviours such as shopping resale.

(Annie's Ibiza, 2016)

(Annie's Ibiza, 2016)

1.2 What?

The rise of second-hand platforms like Depop and Vinted largely stems from consumer's growing concerns for sustainability as well as the pursuit for affordability and value amid cost-of-living pressures (BOF Insights and McKinsey & Company, 2025). Online fashion marketplaces permit consumers to shop sustainably in an affordable and accessible way, bridging the gap between sustainability and higher costs (Butler, 2024). Amid the vast growth of second-hand fashion in the current landscape, the luxury resale market is experiencing significant growth and is projected to grow at 3% annually between 2023-2028 (Sabatoglu, 2025). The growth of luxury resale ultimately reflects notable trends in consumer behaviour such as the advocacy and balance of sustainability, luxury and value (Adegeest, 2024).

Luxury brands must recognise and respond to the growing importance of the second-hand luxury market (Mehn et al., 2022) to meet consumer's increasing desires for sustainable consumption. Businesses that adopt a long-term approach to sustainability such as implementing resale schemes will be rewarded with more efficient business operations and gain a competitive edge in the current market, where sustainability is a potent force in driving consumer behaviour (McKinsey & Company, 2025). It is evident that luxury resale is here to stay, highlighting that luxury brands who choose not to participate risk missing out significantly (Berg et al., 2021).



(Gormley LTD, no date)

1.3 Approach

Luxury brands like Annie's Ibiza can capitalise on the growth of the second-hand luxury market by implementing resale schemes as a strategic approach to promote circular consumption, prolong product lifecycles and address consumer's growing engagement with second-hand luxury (Vogue Business, 2024). Annie's Ibiza specialise in exclusive vintage attire, with these rare pieces designed for occasional wear. The distinctiveness of the designs makes them attractive to purchase but also means that they are unlikely to be re-worn multiple times by individuals. Second-hand platform eBay noted that luxury consumer's purchasing decisions are being influenced by societal pressures to dress uniquely for different events, contributing to excess wastage and unsustainable consumption. Despite this, Gen Z and Millennial consumers are advocating for more circular consumption and are embracing a value-driven mindset, seeking standout items to add to their wardrobe (Adegeest, 2024).

The proposed opportunity allows customers to return their item/s to Annie's Ibiza if they are unlikely to be re-worn. Annie's Ibiza have recently entered the rental market, yet only offer a small selection of their pieces, making many of their past items inaccessible to consumers. A vast selection of vintage items sold at Annie's Ibiza are pre-owned and one-of-a-kind, permitting them to be continuously resold if condition is preserved, maintaining the longevity of vintage fashion. Implementing a resale scheme will not only actively aid the circular economy by expanding product lifecycles but will also enable luxury consumers to shop from a broader array of vintage pieces, offering wider variety. Extending resale as an innovation to address the problem of overconsumption provides a viable way for Annie's Ibiza to enhance their advocacy for sustainability and meet consumer's desires for circular consumption.



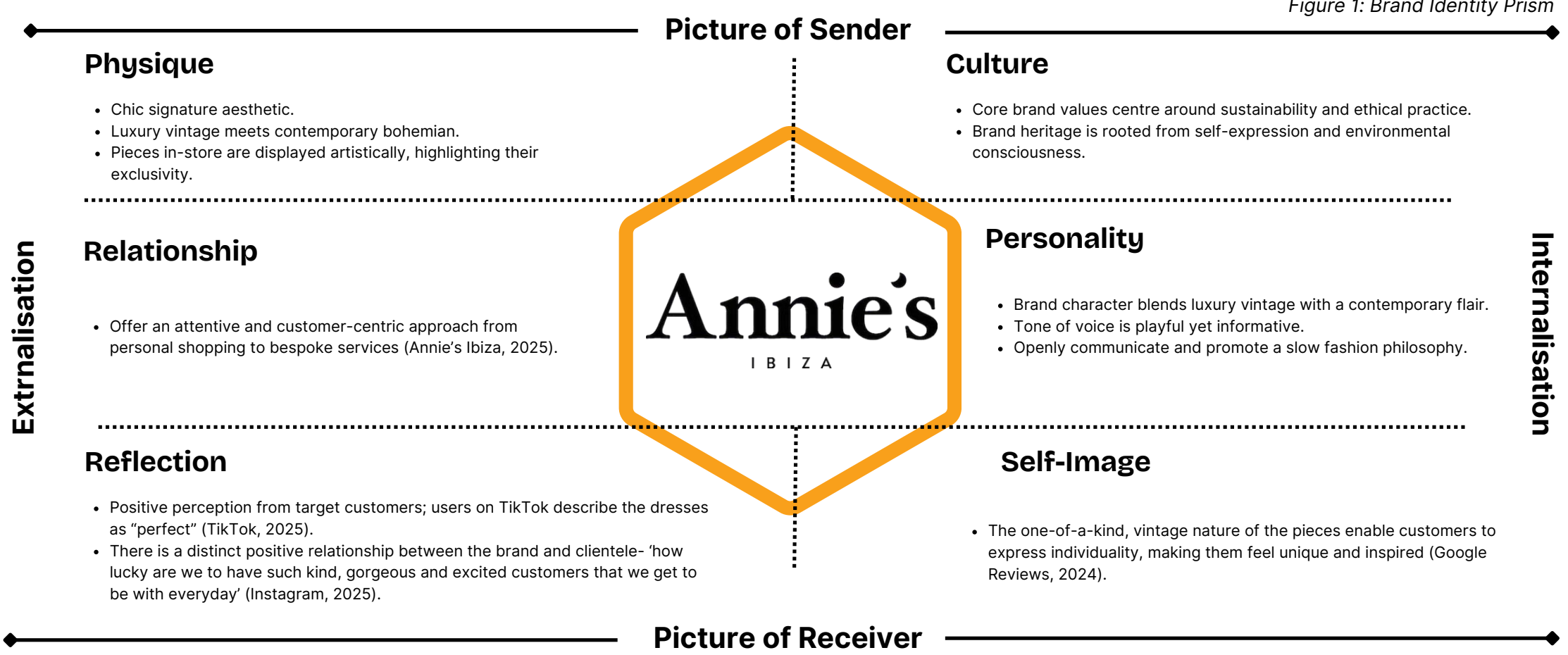
(Perfect Magazine, 2023)

INTERNAL &
EXTERNAL ANALYSIS

Annie's Ibiza's overarching brand strategy ultimately focuses on offering luxury consumers exclusive pieces with a commitment to sustainability and ethical practice. Annie's Ibiza is positioned in the luxury market as a prime destination for high-end vintage and unique attire, with their exclusive price points alongside the rarity of the items attracting a consumer base of affluent individuals seeking distinguishable pieces (Dirvanauskas, 2021).

Annie's Ibiza operate in a relatively niche space within the luxury market blending high-end with vintage with sustainability. Annie's Ibiza attract style conscious, fashion-forward, luxury female consumers across the Gen Z, Millennial and Gen X demographics with an interest in vintage and sustainable attire. The luxury price points appeal to an exclusive, wealthy clientele of whom have high buying power and can afford to spend casually on distinctive pieces. Due to the uniqueness of their pieces, Annie's Ibiza's target audience is not limited to one demographic and instead attract an array of consumers, from high profile celebrities to luxury fashion enthusiasts (De Klerk, 2023).

2.1 Brand Identity Prism



6.1 Customer Profile

Demographic:

Gender: Female
Age: Gen Z, Millennials, Gen X
Location: London, Ibiza, Other affluent cities.
Occupation: Professionals in creative industry, Celebrities/ Affluent individuals.
Income: Upper-middle/ High income; disposable income to spend on luxury attire.

Psychographic:

Lifestyle: Enjoys parties and luxury holidays, prioritises individuality, well socially connected.
Values: Unique fashion, quality over quantity, sustainability.

Behavioural:

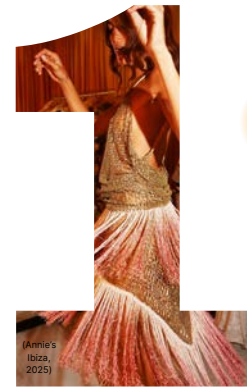
Shopping habits: Shops for events, values personalised experiences, seeks standout pieces, considers sustainability as a purchasing factor.



Figure 10: Customer Profile

OBJECTIVES

Annie's



1. Increase awareness of the resale scheme amongst existing and new customers by 75% by Q4 2026.



2. Acquire a 35% increase in resale rates amongst customers by Q3 2026.



3. Enhance brand loyalty by 40% by Q4 2026, providing existing and new customers with the opportunity to sell back their pre-loved items.

STRATEGY

6.0 Strategy

In alignment with Annie's Ibiza's established commitment towards sustainability and their mission to tackle overconsumption, a resale scheme will be introduced designed to extend product lifecycles and support circularity. The strategy aims to provide a seamless resale experience, where customers can bring back their pre-loved items to Annie's Ibiza in exchange for direct payment or store credit. Through marketing innovation strategies such as expansion, re-pricing and personalisation (Weller, 2023), the scheme will aim to engage and resonate with luxury customers and encourage them to shop circular. To meet the objectives of increasing the scheme's awareness, acquiring an increase in resale rates and enhancing brand loyalty, the scheme will adopt a hybrid approach, incorporating digital, content, incentive and experiential marketing strategies (Malchinch, 2025).

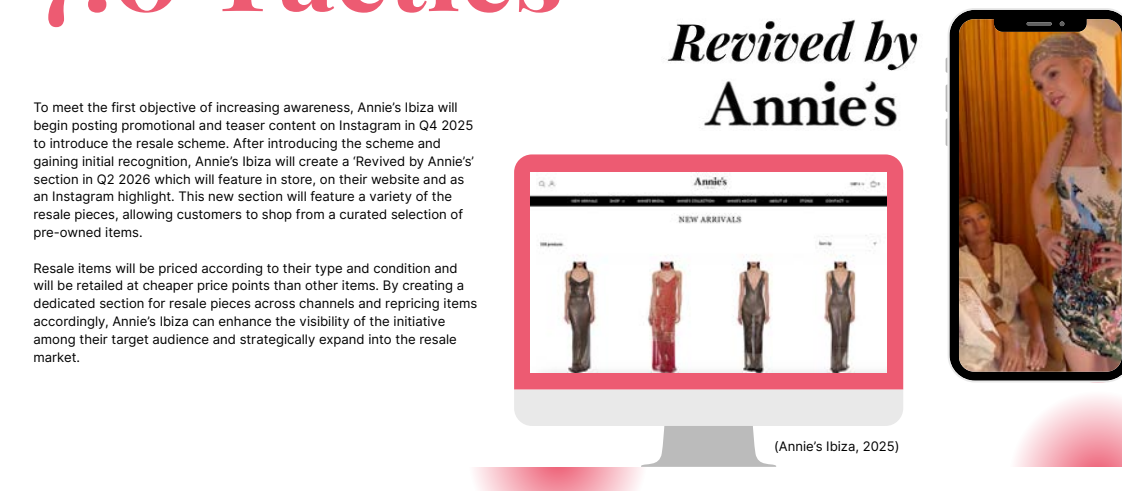
Annie's Ibiza position themselves as a brand who encourage individuality through their product offering and prioritise personalised customer service. By incorporating personalisation into the resale process through customer storytelling and tailored incentives, the strategy will align with Annie's Ibiza's commitment to offering customers a unique and inimitable shopping experience. The resale strategy will ultimately reinforce Annie's Ibiza's narrative of offering sustainable and unique fashion by promoting a slow fashion philosophy and providing customers with access to revived, unique pieces.



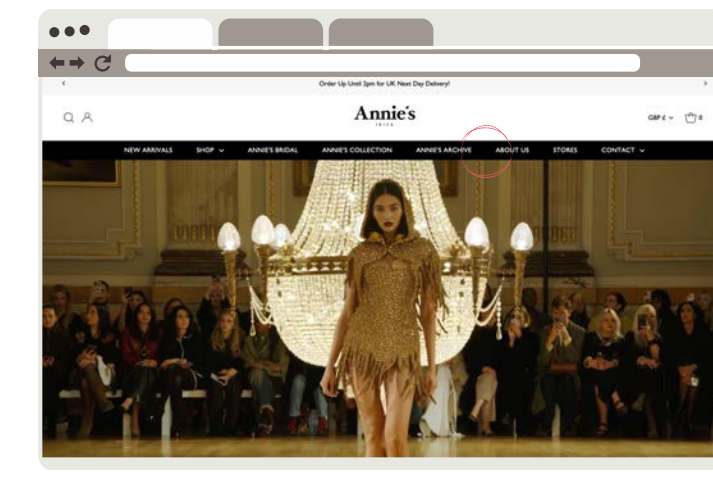
(Annie's Ibiza, 2016)

TACTICS

7.0 Tactics



(Annie's Ibiza, 2025)



Revived by Annie's

Website:

Reaches a wider audience including international customers who may not be able to visit the store.

Have you ever bought second-hand or pre-loved luxury fashion?

15 responses



Figure 4: Pie chart - Purchasing

The findings show that 80% of respondents have purchased pre-loved luxury fashion, highlighting that consumers are increasingly seeking sustainable and affordable options. This suggests that a resale scheme would be well-received by the target audience.

Figure 5: Bar chart - Purchasing

Have you ever sold a pre-loved luxury fashion item?

15 responses



Figure 6: Bar chart - Purchasing

What are your main motivations for buying pre-loved luxury fashion?

15 responses



Figure 7: Pie chart - Purchasing



In store:

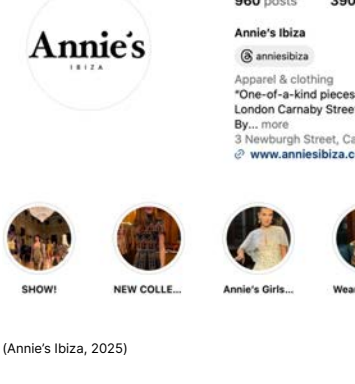
Reaches a wider audience including international customers who may not be able to visit the store.

Sustainability Messaging:

One in five British consumers have increased their second-hand purchases.

Shop exclusive pieces from our new resale edit.

(Debenhams, 2025)



Annie's

Instagram

Reaches a wider audience including international customers who may not be able to visit the store.

Figure 8: Bar chart - Purchasing

Have you ever sold a pre-loved luxury fashion item?

15 responses

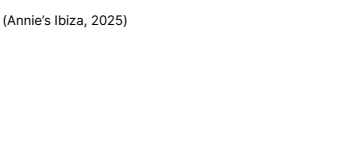


Figure 9: Bar chart - Purchasing

What are your main motivations for buying pre-loved luxury fashion?

15 responses



Figure 10: Pie chart - Purchasing

As seen in Figure 10, 40% of respondents have purchased pre-loved luxury fashion items, highlighting consumer engagement with resale and sustainability. The opportunity that a resale scheme presents for Annie's Ibiza.

Figure 11: Pie chart - Purchasing

Have you ever sold a pre-loved luxury fashion item?

15 responses



Figure 12: Bar chart - Purchasing

What are your main motivations for buying pre-loved luxury fashion?

15 responses



Figure 13: Pie chart - Purchasing