

eBay becomes Love Island's first ever pre-loved fashion partner

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[Corporate](#)

Today, Love Island has announced a new partnership with eBay UK, the online marketplace with a mission to change the way we shop for clothes.

eBay UK, which has seen one pre-loved fashion sale every second so far in 2022, is the first pre-loved fashion partner to couple up with the hottest show on TV.

The collaboration comes after new research from eBay reveals that UK shoppers are becoming increasingly conscious of fast fashion. A fifth (20%) of Brits admit that they buy more second-hand fashion compared to two years ago and reveal on average, that 16% of their wardrobes are made up of pre-loved clothes.

Giving the Love Island wardrobes a total refresh this Summer, Islanders will wear pre-loved items this season, with a shared wardrobe situated in the new villa for the first time ever. Viewers can expect to see Islanders wearing fashion that reflects their personalities and individuality this summer, while doing their bit to extend the life cycle of clothes.

eBay UK has recruited celebrity stylist and secondhand enthusiast, Amy Bannerman, to style this year's Islanders. Amy has styled celebrities such as Dua Lipa, Rita Ora, Sophie Turner, Jonathan Van Ness and Lena Dunham.

This kicks off a broader commercial partnership, whereby eBay will have a presence on itv.com and Love Island's social media channels. To get even closer to the Love Island experience, viewers will be able to explore eBay's Preloved Fashion via the 'Shop the Show' tab on the official Love Island app and get access to Islanders through eBay's social content, direct from the villa.

The partnership will be integrated across ITV and ITV+1 and Love Island fans will enjoy talent content on eBay handles across Facebook, Instagram and TikTok.

Eve Williams, Chief Marketing Officer at eBay UK said: *"We're excited to be partnering with Love Island this year, as the show's first pre-loved fashion partner and to flip the conversation around fashion.*

"As one of the original homes of pre-loved, we believe that by joining forces with this incredibly influential programme, we'll inspire the nation to think differently and make more conscious choices when it comes to their wardrobes. Whether that is selling a dress that is sitting at the back of their wardrobe or shopping for their favourite islanders second-hand looks - these small changes can make a big difference to driving circularity."

Mike Spencer, Executive Producer of Love Island, said: *"We are thrilled to be pairing up with Ebay this year as our pre-loved fashion partner. As a show we strive to be a more eco-friendly production with more focus on ways in which we can visibly show this on screen.*

"This partnership will see our Islanders get to dive into the shared wardrobes and help themselves to some incredible pre-loved clothes sourced from Ebay. We aim to inspire our demographic and show that there are incredible finds to be had and how sharing is, in some small way, caring."

The research also revealed that those aged 18 to 34 have the highest average percentage of second-hand clothes in their wardrobe (22%), nearly double that of over 55s (12%).

In the last year, searches on eBay for 'preloved clothes' have multiplied eightfold, with Gen Z in particular driving the recommerce trend, as 80% confirm that they have recently bought second-hand goods.

[ENDS]

Editor's notes:

Oxfam reports 13 million items of clothing goes to UK landfill every week. As part of eBay's ongoing efforts, it helped save over 17,770 tons of fashion items out of landfill in 2021 - the equivalent of 1,404 double decker buses. Earlier this year, as shoppers look to reduce their fashion spend and environmental footprint, eBay UK also announced the launch of its Imperfects range which offers clothes, shoes and accessories that are considered new, but with defects, from over 100 high-street and high-end designers including North Face, Off White, Puma, Fila, and Timberland at up to 60% off.

Top 10 high-street brands with most second-hand sales in 2022 (i.e. if you have this in your closet, start selling)

Nike
Adidas
Marks and Spencer
Next
Dr. Martens
Zara
River Island
Joules
Clarks
New Look

Top 10 designer brands with most second-hand sales in 2022 (i.e. if you have this in your closet, start selling)

Louis Vuitton
Gucci
Levi's
Mulberry
Stone Island
Chanel
The North Face
Barbour
Ted Baker
Ralph Lauren

About Amy Bannerman

Amy started her career in fashion setting up a vintage clothing stall with a loan from the Prince's Trust. She sourced and imported vintage clothes from Canada and sold them from her busy market stall in east London.

Most recently Amy was the Fashion Director of Cosmopolitan for four years. Here she successfully pioneered a new path for the magazine, seamlessly incorporating second hand clothes into cover shoots and fashion stories.

Within a fast fashion culture she has tirelessly promoted a more responsible, ecologically aware way of shopping and this is something she is extremely passionate about.

Amy's love of second hand doesn't stop with her work, she has bought and sold on eBay for over 20 years and dresses almost exclusively in second hand and vintage. She lives in a house furnished with an eclectic mix of furniture bought predominantly from eBay and her baby son now dresses top to toe in pre-loved too.

Amy has styled celebrities such as Jonathan Van Ness, Lena Dunham, Dua Lipa, Sophie Turner, Rita Ora, amongst many others.

Amy also previously worked at Elle and InStyle, and styled fashion stories for iD, Glamour and The Sunday Times Style.

References

*eBay UK sales data Jan-April 2022

**Research conducted by Opinium, surveying 2000 UK adults in May 2022

***eBay UK search data 1 Jan- 6 May 2022 vs 1 Jan - 6 May 2021

****eBay's 2022 Recommerce Report

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