

Pre-love is in the air: Islanders send second-hand searches soaring on eBay

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Hitting the halfway point of this year's Love Island - it's official: pre-loved fashion has become the Islanders' type on paper and the nation's too, as searches for Islander inspired pre-loved looks have sky-rocketed on eBay.

Since the announcement, the marketplace has seen 700% more searches for 'pre-loved fashion' as shoppers look to get in on the action. While on Google, there has also been 756% more searches for 'ebay preloved clothes' and 660% more for 'pre-loved', compared to last month. Overall we see more people talking about pre-loved fashion than ever with 935% more mentions of 'pre-loved fashion' recorded across all online platforms than during the same time last year.

Jemma Tadd, Head of Fashion at eBay UK said: *"It's still early days but we have already seen a shift in consumer shopping habits since the first episode hit our screens just four weeks ago. Searches for pre-loved are peaking and conversation around the fashion worn by the Islanders continues to grow. Through this partnership we of course wanted to get people talking about pre-loved, but more importantly we wanted to see people thinking and acting differently - and we're delighted to see that change coming to life."*

Along the way, the Islanders' individual styles have emerged and pre-loved fashion is proving a way to express their unique personalities.

Rounding up what's been hot so far, the Islanders have donned pre-loved fits from some of their dreamiest designer brands, ranging from Jacquemus, I AM GIA and Tommy Hilfiger, to Gucci, Moschino and vintage Versace.

Showing pre-loved can look good no matter the price tag, some bargain pre-loved picks have included a Couture Club Satin Bomber Jacket for just £8 and a £10 white trouser suit with halter waistcoat. While at the other end of the spectrum, stand-out pricier pieces have included a £250 Gucci tiger bowling shirt sported by Luca and a Hervé Léger dress for £380 as seen on Ekin-Su.

Press Contacts

tanya.nyenwa@itv.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>