

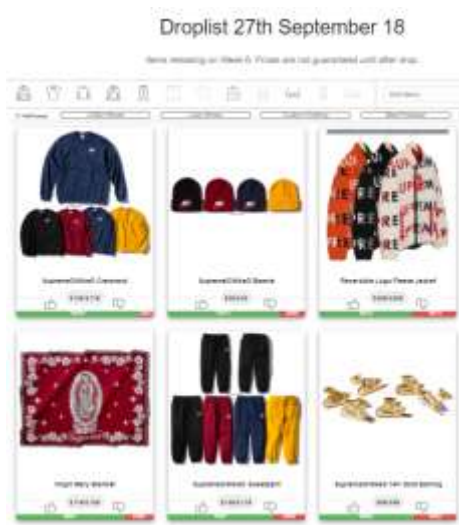
# Supreme

Two years ago, I sketched a business idea on a piece of notebook paper and shared it with my father. The sketch described a way to make a profit buying and selling Supreme brand clothing online. My goals were modest: make enough money to offset the cost of keeping a few products for myself.

My father loaned me \$120 for the initial purchase, and I paid him back two weeks later. Since then, I have bought and resold approximately \$9,500 worth of Supreme's products for a 27% profit.

While the original artifact is long gone, the basic business plan on the napkin remains largely unchanged. The story below explains the idea and how several ecommerce companies make it all possible.

## ***Use social media to forecast high-demand products***



Supreme's products are extremely popular with young males, and the company always constrains supply far below actual demand. Anticipated scarcity results in much hype and chatter on social media in the weeks leading up to their product "drops".

- Commentary on social media "leak pages" and "lookbooks" are helpful in assessing which products fans are most excited about
- Supremecommunity.com includes a forum and emoji voting, providing more valuable clues as to which products are likely to sell out

**[WWW.SUPREMECOMMUNITY.COM](http://WWW.SUPREMECOMMUNITY.COM)**

## ***Buy quickly – items can sell out in seconds***



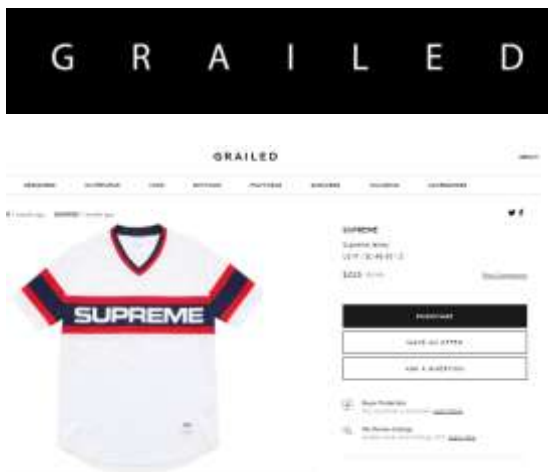
**Sold Out**

[WWW.SUPREME NEWYORK.COM](http://WWW.SUPREME NEWYORK.COM)

The hype on social media causes highly sought after products to sell out in minutes, sometimes seconds. It takes more than research and luck to be successful. You also need to be faster than everyone else.

- Minutes before the drop, open several tabs, and navigate to the proper section of [supremenewyork.com](http://supremenewyork.com) for your target products
- Save time and keystrokes by caching name, address, credit card, etc. in your browser, and don't bother choosing a shirt or shoe size; accept the defaults if you're reselling anyway

## ***Resell immediately, while demand is highest***

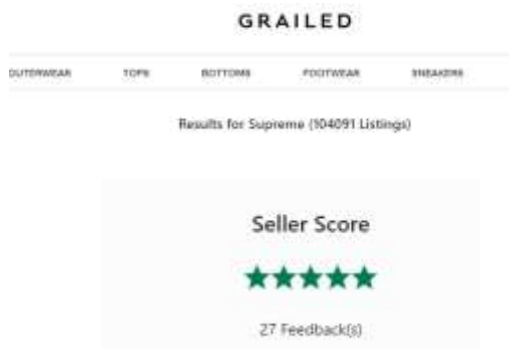


[WWW.GRAILED.COM](http://WWW.GRAILED.COM)

Demand is highest immediately after Supreme sells out, and they always sell out. The trick is to find a way to steer the unmet demand towards the products you just bought. Fortunately, there's an app for everything.

- Create your own storefront on Grailed.com, a website and app that aims to connect people with hard to find men's clothing
- List the item at a premium on Grailed.com as soon as Supreme confirms your purchase; do not wait for delivery from Supreme

## ***Build a reputation of trust by providing fast, reliable delivery***



[WWW.UPS.COM](http://WWW.UPS.COM)

Buyers and sellers in this space have good reason to be weary. Counterfeit and fraudulent transactions are real risks. Resellers with the best reputation attract the most business.

- Ship quickly using ups.com, provide tracking information immediately and buy delivery insurance on expensive items
- That level of service costs more, but it pays off in the two critical ways - excellent customer feedback and a strong seller rating on Grailed

## ***Exchange money easily and safely***



[WWW.PAYPAL.COM](http://WWW.PAYPAL.COM)

There is no need to exchange money directly with customers with today's array of e-payment options. While it eats into earnings, e-payment providers make invoicing and exchanging money easy and safe.

- PayPal is the tool of choice in the Supreme clothing resale business, and the service helps resolve any disputes that arise
- For additional comfort, keep your online PayPal balance to a minimum, and transfer larger balances to a private checking account