

Tips On Selling Apparel On eBay

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****Note: To see the apparel wholesale list, refer to the “Wholesale Lists And Product Sourcing Guide” Map in this course.**

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Men's Suits

In this particular niche, the best-selling item that was found (at the time of this writing) were Brooks Brothers suits.

When searching through current list things that were going on, Brooks Brothers suits was one of the few items that were receiving bids and they were often garnering many bids, ranging anywhere from about three to ten bids.

The other items that were receiving bids were any items that had a designer label attached to the particular product. The number of items being sold is right around 17,000.

Often the suits would range from about \$25 up to a high of about \$160. Most of the completed listings ended with a price somewhere around \$25-\$30. There were fifty-two active listings for Brooks Brothers men's suits.

One of the keys when you're selling within clothing is that you must make sure to be very descriptive with your heading. If you're selling a suit of a particular length, make sure to put that information in your headline so that someone does not have to click through to find your particular suit sizes.

This is critical because with 17,000 items for sale, someone who needs a suit of the size you are selling will not have the time or patience to click through all listings to find yours. You must make sure to be very descriptive with your use of the headline and use the subheadline if you can to further promote your product.

It seems that many retailers are trying to sell some of the excess inventory especially in plus sized clothing. There are very few bids, if any, on some of the plus size suits that were being auctioned.

Many of these auctions started their bids at 100 plus dollars so this could have potentially scared off some bidders. There is not as much competition within this particular sector so be sure to not bid your products at one cent due to the fact that you do not know if there will be many bids.

If you are able to also sell a suit with a particular brand name, this could be an added bonus. Many sellers were able to put this brand name within the headline so that if someone is searching for a particular brand, your listing will show up.

Here are some successful eBay stores so you can model some of your ads after what they are selling:

*Note: These eBay sellers are only shown in the **Pro Version** of Auction Wealth Map. To upgrade to the **Pro Version**, [click here](#).*

Women's suits

Here are a couple of successful eBay stores selling women's suits. If you want to do further research into these stores, it could help you in your search to make sure you are fully prepared for this particular niche.

*Note: These eBay sellers are only shown in the **Pro Version** of Auction Wealth Map. To upgrade to the **Pro Version**, [click here](#).*

As of the date of this writing, the average price for most items selling within the women's dress suits ended up being around twenty three dollars. There were many items for sale with the brand name Lisa Rene but not many of them were selling.

There was not one brand that stood out but rather individual items that different sellers were selling. There were three hundred active listings under this heading.

When looking into this particular niche, you should take care to price your items accordingly. When sifting through the completed listings over a period of four days, there were many items for sale which didn't receive a single bid.

Many of these items were priced around or upwards of \$100. The most bids often came on items that started at a low bid price.

You will also have to be careful how you address your headline within this niche.

If you only put "women's suit" within the title, your item will not be able to sell. There is a great deal of competition with the number of items being sold within women's suits.

Competing with women's dress suits within this niche are track suits as well as bathing suits so you will be competing against these other niches and causing your target audience to really hunt if you don't put more information into your title to help disqualify some of this other business that you do not want.

You will want to make sure that you put "women's dress suit" potentially within the headline as well as putting the size of your particular item.

Swim Wear

There are many different swimsuits that are available on eBay. The item that seemed to sell the best is the plus size swimsuits. When looking at the complete listings (at the date of this writing) for plus sized swimsuits, there are many bids and most of the prices ended up being around \$15-\$20 for a swimsuit. The number of items being sold was around 1000 items within this particular category.

If you would like to see how some of these stores are selling swimsuits, look at the following successful eBay sellers of swimsuits:

*Note: These eBay sellers are only shown in the **Pro Version** of Auction Wealth Map. To upgrade to the **Pro Version**, [click here](#).*

When you are looking into selling swimwear, you want to make sure that you are very descriptive within your headline. If you can find some way to juice up your description of the swimsuit that you are trying to sell, this should result in greater traffic.

All of the headlines went into great detail and usually would include sizes as well. When looking through the active listings, one thing that did become apparent is that there is little use of a subheader.

The headline was used to describe the item but did not give any information as far as describing the benefits to the potential bidder so that he or she could be excited about the potential purchase. If you are able to juice up the way that you describe your swimwear, this could be a great way for you to find more buyers for your product.