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Style > Goat set out to buy Grailed

GOAT SET TO BUY GRAILED

WORDS BY ORIANA APONTE

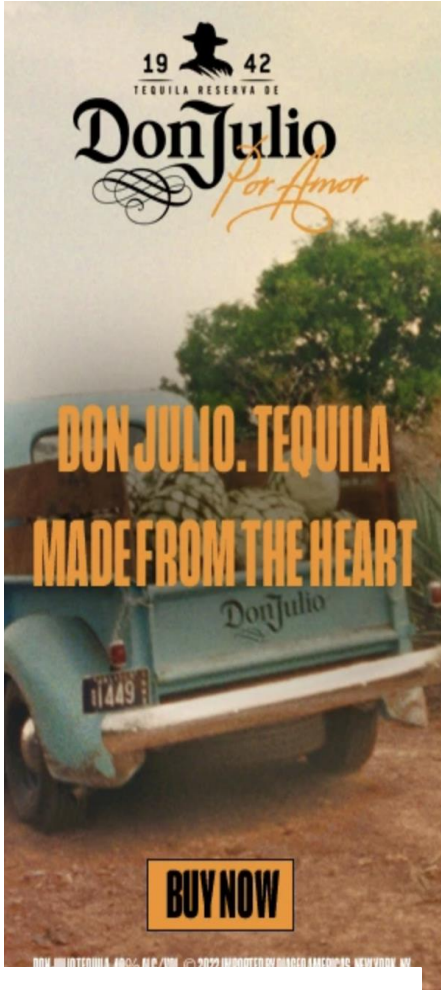


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The sneaker reseller Goat Group Inc. is now acquiring another reseller known for street wear, named Grailed. Goat will be doing this to grow into the apparel industry and combine forces.

The financial terms of this agreement are not public. It is known though that Grailed will keep the integrity of its own brand while adopting Goat's operations infrastructure. This includes payments and shipping.

The co-founder and chief executive officer of Goat states that Grailed normally offers cool and original items including hard-to-find Balenciaga jackets and exclusive pieces that can't be fo



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This advertisement features a close-up of a man and a woman looking at comic book panels. The man is in the foreground, wearing a black t-shirt, and the woman is behind him, wearing an orange top. They are both pointing at the panels. The text 'INTRODUCING' is at the top, 'NEIGHBORHOOD' is in red above the large 'HEROES' title, and 'MARVEL' is in a red box to the right. Below 'MARVEL' is a white box with 'LEARN MORE' in red. At the bottom, 'AUNTS ET UNCLES' is written in red, and '© 2022 MARVEL' is in the bottom right corner.



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Goat calls this action a "natural progression" for their company as they will be broadening their brand to fashion and accessories as well. Along with this they have been expanding internationally by opening warehouses and retail sites in Singapore, Tokyo, China, and more. This was just this year alone. In the month of April, the group signed a contract with Paris Saint-Germain to release merchandise on their website.

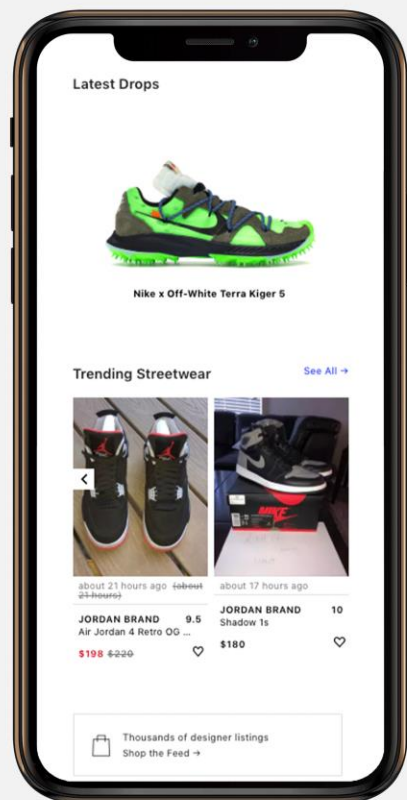
Goat first invested in Grailed a year ago for \$60 million dollar along with Gucci CEO Marco Bizzarri, but this was not considered a sale at the time.

Other brands have been making similar moves such as Kering Inc.'s Balenciaga and Capri Holdings Ltd.'s Jimmy Choo as they are hoping to build more on and join the secondhand market. Recently, Poshmark also conjoined with a South Korean company known as Naver Corp for \$1.2 billion so that more deals can kick start.

Consolidation is extremely helpful for growth of businesses in an industry, and this is certainly going to be seen



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