

PREPARED FOR

# Second Act Vintage

\$8,535 of your inventory, at cost, hasn't sold in over 90 days. That's 46% of everything on your shelves. This report shows where it's concentrated, what is selling, and what to do next.

**\$8,535**

Tied up in stock unsold  
90+ days

**\$18,405**

Total inventory at cost  
(317 units)

**68%**

Sell-through, Sep 2025–  
Sep 2026

**91%**

Of original price actually  
collected

Based on \$111,618 in sales from Sep 2025–Sep 2026. Data as of September 30, 2026.

## What to do next

### 1 Reprice 148 stale items, starting with the 92 unsold for 6+ months

These pieces tie up \$8,359 at cost. Applying the tiered markdowns in the attached list (20% off original price at 3–6 months, 35% at 6–12, 50% past a year) would bring in roughly \$17,337 if they sell, cash that can go straight back into faster-moving stock.

### 2 Source more Denim

Denim sells through at 83%, typically selling within 36 days, against a store average of 68%, at a 68% gross margin. It earns its shelf space. The brands moving fastest overall are Patagonia, Carhartt and Levi's.

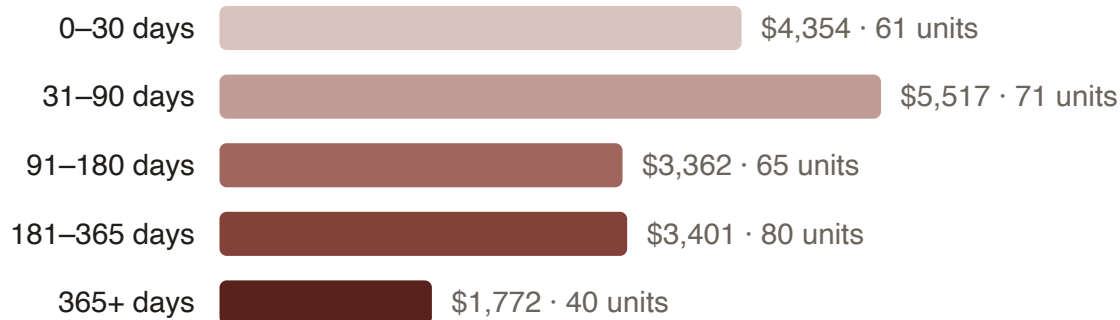
### 3 Buy less Formalwear until current stock clears

Only 22% of Formalwear has sold, and 81% of what's on hand has sat for 90+ days (\$4,120 at cost). Pause new buys here and be pickier on brand and condition when you resume.

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## 1. Inventory aging

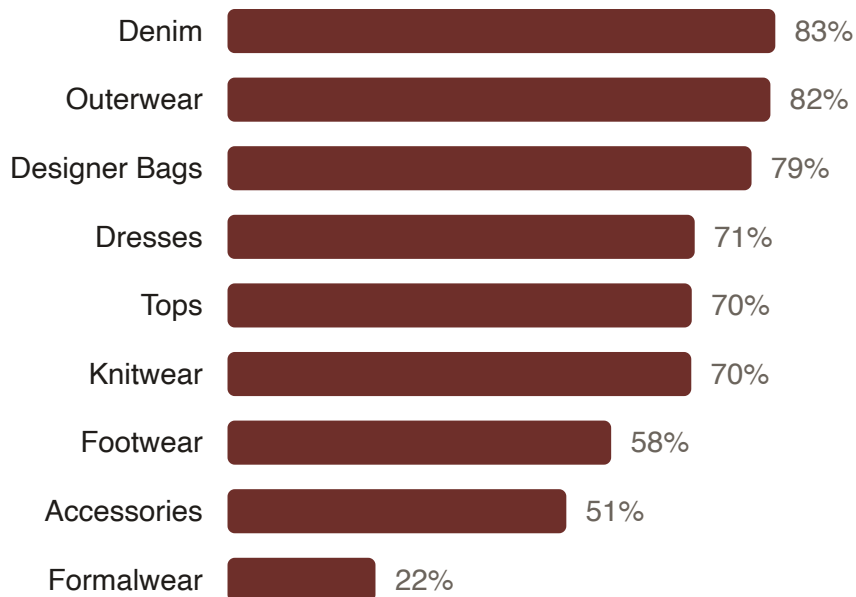
How long your current stock has been waiting for a buyer, valued at cost. \$5,173 has been sitting for more than six months. Age is measured from each item's listing date.



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## 2. Sell-through by category

Share of each category's units that sold during the period (units sold ÷ units sold plus units still on hand). Store average: 68%.



### 3. Category and brand detail

Categories by revenue. Days to sell is the median time from listing to sale; stale share is the portion of current stock unsold for 90+ days.

| CATEGORY      | SOLD | ON HAND | SELL-THROUGH | DAYS TO SELL | REVENUE  | MARGIN | STALE SHARE |
|---------------|------|---------|--------------|--------------|----------|--------|-------------|
| Designer Bags | 61   | 16      | 79%          | 28           | \$42,812 | 52%    | 19%         |
| Outerwear     | 151  | 33      | 82%          | 48           | \$29,469 | 65%    | 39%         |
| Denim         | 106  | 22      | 83%          | 36           | \$8,824  | 68%    | 18%         |
| Dresses       | 77   | 32      | 71%          | 80           | \$8,578  | 67%    | 53%         |
| Footwear      | 58   | 42      | 58%          | 126          | \$7,410  | 58%    | 74%         |
| Knitwear      | 68   | 29      | 70%          | 99           | \$5,813  | 66%    | 48%         |
| Accessories   | 63   | 60      | 51%          | 88           | \$3,388  | 68%    | 78%         |
| Tops          | 73   | 31      | 70%          | 43           | \$3,241  | 74%    | 45%         |
| Formalwear    | 15   | 52      | 22%          | 231          | \$2,084  | 51%    | 81%         |

Your highest-revenue brands with at least 8 units bought or sold.

| BRAND                 | SOLD | ON HAND | SELL-THROUGH | REVENUE  | MARGIN |
|-----------------------|------|---------|--------------|----------|--------|
| Vintage (Unbranded)   | 119  | 129     | 48%          | \$20,742 | 58%    |
| Coach                 | 57   | 12      | 83%          | \$18,202 | 57%    |
| Levi's                | 93   | 18      | 84%          | \$13,443 | 66%    |
| Prada                 | 22   | 8       | 73%          | \$10,631 | 50%    |
| Gucci                 | 24   | 13      | 65%          | \$8,627  | 49%    |
| Carhartt              | 65   | 12      | 84%          | \$7,873  | 68%    |
| Patagonia             | 56   | 8       | 88%          | \$7,059  | 66%    |
| Ralph Lauren          | 59   | 22      | 73%          | \$6,365  | 67%    |
| Wrangler              | 52   | 14      | 79%          | \$4,018  | 67%    |
| Diane von Furstenberg | 34   | 9       | 79%          | \$3,637  | 68%    |

## 4. Price realization

How much of the original ticket price you actually collected.

|                            |                  |
|----------------------------|------------------|
| Value at original prices   | \$124,495        |
| Given up to markdowns      | −\$10,149        |
| Given up to discount codes | −\$1,101         |
| <b>Collected</b>           | <b>\$113,245</b> |

37% of items sold were marked down at the time of sale. Markdowns work best as a tool for aged stock; the list below targets them where they'll free up the most cash.

## 5. Markdown list

The 12 items tying up the most cash. The full list of 148 items, with recommended prices, is in the accompanying spreadsheet, marked “reprice”.

| SKU          | ITEM                            | DAYS UNSOLD | ORIGINAL | NOW     | NEW PRICE | OFF ORIGINAL |
|--------------|---------------------------------|-------------|----------|---------|-----------|--------------|
| SAV-DES-2274 | Faded Vintage Crossbody         | 118         | \$1,100  | \$1,100 | \$880     | 20%          |
| SAV-DES-1528 | Cropped Vintage Tote            | 97          | \$580    | \$580   | \$464     | 20%          |
| SAV-DES-1162 | Distressed Vintage Shoulder Bag | 139         | \$485    | \$485   | \$388     | 20%          |
| SAV-ACC-1495 | Oversized Vintage Sunglasses    | 205         | \$105    | \$84    | \$68      | 35%          |
| SAV-FOR-1350 | Wool St. John Evening Gown      | 410         | \$370    | \$370   | \$185     | 50%          |
| SAV-FOR-1642 | Faded Vintage Blazer            | 126         | \$355    | \$355   | \$284     | 20%          |
| SAV-FOR-2242 | Suede Vintage Skirt Suit        | 309         | \$360    | \$360   | \$234     | 35%          |
| SAV-FOR-1366 | Oversized Vintage Blazer        | 299         | \$370    | \$296   | \$240     | 35%          |
| SAV-FOR-1418 | Plaid Vintage Blazer            | 195         | \$355    | \$355   | \$231     | 35%          |

| SKU          | ITEM                            | DAYS UNSOLD | ORIGINAL | NOW   | NEW PRICE | OFF ORIGINAL |
|--------------|---------------------------------|-------------|----------|-------|-----------|--------------|
| SAV-OUT-1671 | 80s Vintage Parka               | 165         | \$325    | \$325 | \$260     | 20%          |
| SAV-FOR-2271 | Oversized St. John Evening Gown | 669         | \$305    | \$305 | \$152     | 50%          |
| SAV-FOR-1391 | Faded Vintage Evening Gown      | 91          | \$290    | \$290 | \$232     | 20%          |

## 6. Already discounted, still unsold

6 stale items are already priced at or below the recommended markdown, so another price cut is unlikely to move them. Try a different route instead: bundle with faster sellers, list on another sales channel, consign, or clear out in a final sale. They are also in the spreadsheet, marked “rethink”.

| SKU          | ITEM                              | DAYS UNSOLD | ORIGINAL | NOW   | OFF ORIGINAL |
|--------------|-----------------------------------|-------------|----------|-------|--------------|
| SAV-KNI-2007 | Embroidered Ralph Lauren Cardigan | 166         | \$145    | \$116 | 20%          |
| SAV-KNI-1010 | Y2K Ralph Lauren Quarter Zip      | 172         | \$100    | \$80  | 20%          |
| SAV-FOR-2095 | Leather Vintage Knit Suit         | 167         | \$120    | \$96  | 20%          |
| SAV-OUT-1068 | 80s Carhartt Trench Coat          | 168         | \$110    | \$88  | 20%          |
| SAV-ACC-1307 | Faded Burberry Silk Scarf         | 160         | \$90     | \$72  | 20%          |
| SAV-ACC-1081 | 80s Coach Belt                    | 151         | \$55     | \$44  | 20%          |