# eBay turns fashion month into a live, shoppable celebration of pre‑loved designer wear



eBay is returning to fashion month with a renewed push to place pre‑loved designer clothing centre stage. The marketplace will stage Endless Runway presentations in New York and London this September, composed exclusively of authenticated second‑hand pieces sourced from its platform and featuring archival looks from houses including Erdem and Ahluwalia in London, and Altuzarra, Luar and Kallmeyer in New York. According to the announcement and early press coverage, the curated runway edits are intended to demonstrate the continuing relevance of past‑season design and to foreground resale as part of mainstream fashion programming.

“We came up with the eBay Endless Runway programme as a way to redefine perception of pre‑loved fashion,” Alexis Hoopes, eBay’s vice‑president of global fashion, told Vogue, arguing that placing pre‑owned designer clothing on fashion month runways was a “significant tipping point”. The company has said designers will also weave archival pieces into their spring/summer 2026 presentations, a move eBay and its partners describe as a public endorsement of circularity from fashion’s upper echelons. eBay will present its own styled shows — led by Amy Bannerman in London and Brie Welch in New York — with the runway edits overseen by the platform’s in‑house curators and stylists.

The Endless Runway shows will be livestreamed and shoppable in real time, the company and reporting outlets confirm, with items available to global audiences through eBay Live. Organisers stress pieces will be authenticated and available as soon as they hit the catwalk, so buyers are encouraged to act quickly once a drop goes live. The currently announced dates to watch are 10 September in New York and 18 September in London, and eBay has signalled that daily curated drops and catalogue highlights will accompany the live presentations.

Beyond the two headline events, some industry coverage says the initiative is being positioned more ambitiously. Trade reporting indicates eBay is engaging with fashion bodies and may expand activations to coincide across Milan and Paris in support of SS26 shows, and it has framed the programme as part of a broader partnership approach with organisations such as the CFDA and the British Fashion Council. eBay’s own communications describe the effort as Pre‑Loved Fashion Week, aimed at making designer wardrobes more accessible while accelerating circular shopping behaviours.

The move is being positioned within a wider shift in industry economics and communications: eBay has been ramping up editorial and trend work — including a marketplace Watchlist report that mines listings and searches to highlight what buyers are seeking — and last spring appointed Brie Welch as Resident Stylist to curate and amplify pre‑loved finds across its content. The company says these investments are intended to normalise resale and to give pre‑owned garments the same cultural visibility that new collections enjoy.

There are differences in how outlets frame the scope of eBay’s September programme, with some reports focused strictly on the New York and London events and others describing a multi‑city strategy through fashion month. What is consistent across coverage and eBay’s own material is the intention to make archival and authenticated pre‑loved pieces visible, wearable and purchasable in the moment — an experiment in marrying runway spectacle with instant commerce that will be watched closely as fashion month approaches.

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* Paragraph 1 – [[1]](https://www.vogue.com/article/ebay-endless-runway-fashion-show-september-2025), [[3]](https://www.vogue.co.uk/article/ebay-endless-runway-fashion-show-september-2025), [[4]](https://www.fashiondive.com/news/ebay-endless-runway-event-fashion-week/757791/)
* Paragraph 2 – [[1]](https://www.vogue.com/article/ebay-endless-runway-fashion-show-september-2025), [[3]](https://www.vogue.co.uk/article/ebay-endless-runway-fashion-show-september-2025), [[6]](https://www.ebayinc.com/stories/press-room/uk/ebay-launches-its-first-ever-pre-loved-fashion-week-in-new-york-and-london/)
* Paragraph 3 – [[1]](https://www.vogue.com/article/ebay-endless-runway-fashion-show-september-2025), [[4]](https://www.fashiondive.com/news/ebay-endless-runway-event-fashion-week/757791/), [[6]](https://www.ebayinc.com/stories/press-room/uk/ebay-launches-its-first-ever-pre-loved-fashion-week-in-new-york-and-london/)
* Paragraph 4 – [[5]](https://www.theindustry.fashion/ebay-announces-return-of-endless-runway-for-fashion-month/), [[6]](https://www.ebayinc.com/stories/press-room/uk/ebay-launches-its-first-ever-pre-loved-fashion-week-in-new-york-and-london/)
* Paragraph 5 – [[7]](https://www.prnewswire.com/news-releases/ebay-appoints-brie-welch-as-resident-stylist-and-debuts-ebay-watchlist-trend-report-302443566.html), [[6]](https://www.ebayinc.com/stories/press-room/uk/ebay-launches-its-first-ever-pre-loved-fashion-week-in-new-york-and-london/)
* Paragraph 6 – [[1]](https://www.vogue.com/article/ebay-endless-runway-fashion-show-september-2025), [[5]](https://www.theindustry.fashion/ebay-announces-return-of-endless-runway-for-fashion-month/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.vogue.com/article/ebay-endless-runway-fashion-show-september-2025> - Please view link - unable to able to access data
2. <https://www.vogue.com/article/ebay-endless-runway-fashion-show-september-2025> - Vogue reports that eBay is reviving its Endless Runway initiative for fashion month, staging exclusively pre‑loved runway shows in New York and London. The piece lists participating designers — Erdem and Ahluwalia in London, and Altuzarra, Luar and Kallmeyer in New York — and notes archival items will be integrated into designers’ spring/summer 2026 presentations. Alexis Hoopes, eBay’s VP of global fashion, is quoted on redefining perceptions of pre‑owned clothing. eBay will stage its own styled shows, livestreamed and shoppable via its site, and the article highlights show dates on 10 and 18 September respectively. Mark your calendars for the upcoming shows.
3. <https://www.vogue.co.uk/article/ebay-endless-runway-fashion-show-september-2025> - British Vogue describes eBay’s return to fashion month with Endless Runway shows in London and New York, composed solely of pre‑loved pieces sourced from the marketplace. It names participating houses including Erdem and Ahluwalia in London, with Altuzarra, Luar and Kallmeyer joining in New York, and quotes Alexis Hoopes on repositioning pre‑owned designer garments. The article confirms eBay’s own styled presentations by Amy Bannerman (London) and Brie Welch (New York), and states designers will place archival looks within their SS26 collections. It notes that runway items will be livestreamed on eBay and made available to purchase to global online audiences.
4. <https://www.fashiondive.com/news/ebay-endless-runway-event-fashion-week/757791/> - Fashion Dive reports that eBay’s Endless Runway circular fashion initiative returns in September, staging pre‑loved runway events during New York and London fashion weeks. The piece lists participating designers — Erdem, Luar, Altuzarra, Kallmeyer and Ahluwalia — and explains that archival looks will be incorporated into SS26 shows. It quotes Alexis Hoopes, eBay’s vice‑president of global fashion, describing the programme as reflecting a shift towards circular shopping. Fashion Dive confirms eBay will livestream shoppable runway shows via eBay Live and gives the announced event dates as 10 September in New York and 18 September in London. Readers are advised to act quickly.
5. <https://www.theindustry.fashion/ebay-announces-return-of-endless-runway-for-fashion-month/> - TheIndustry.fashion covers eBay’s announcement that Endless Runway will return for fashion month, expanding across New York, London, Milan and Paris to coincide with SS26 shows. The article lists collaborators including Erdem, Luar, Altuzarra, Kallmeyer and Ahluwalia, and notes partnerships with CFDA, BFC and the Fédération de la Mode Circulaire. It reports eBay will stage its own shoppable pre‑loved runway shows via eBay Live during NYFW and LFW, with resident stylists Brie Welch and Amy Bannerman leading the presentations. The piece frames the initiative as reinforcing pre‑loved fashion’s place on major runways and advancing circular fashion. It signals industry‑wide behavioural change.
6. <https://www.ebayinc.com/stories/press-room/uk/ebay-launches-its-first-ever-pre-loved-fashion-week-in-new-york-and-london/> - eBay’s official press release announces the inaugural Pre‑Loved Fashion Week, partnering with the CFDA and British Fashion Council to present live, shoppable Endless Runway shows in New York and London. The release explains the shows will feature authenticated pre‑owned designer pieces and archival runway looks, accompanied by daily curated drops on eBay. Curators and hosts for the original events included Wisdom Kaye and Liana Satenstein in New York, and Amy Bannerman with Leomie Anderson in London. eBay positions the initiative as a way to make designer fashion more accessible while promoting circularity and the resale market’s growth to wider audiences.
7. <https://www.prnewswire.com/news-releases/ebay-appoints-brie-welch-as-resident-stylist-and-debuts-ebay-watchlist-trend-report-302443566.html> - PR Newswire reports eBay appointed Brie Welch as its Resident Stylist in May 2025, describing her New York‑based role to champion pre‑loved fashion across eBay’s content and trend reporting. The release outlines Welch’s styling background with high‑profile clients and luxury houses, and notes her involvement with eBay’s Watchlist trend report, which uses marketplace data to highlight coveted brands and pre‑loved trends. PR Newswire states Welch will act as the company’s fashion authority, curating pre‑loved finds and informing campaigns such as shoppable runway initiatives, thereby strengthening eBay’s positioning in circular fashion and trend communications. Her role supports Endless Runway activations globally.