

September 25, 2026
BuySell Technologies Co., Ltd.

BuySell Delivers Keynote at TikTok Shop's “Luxury Resale Summit 2026” in New York

**Chairman Kyohei Iwata presents the appeal and further potential of “Used in Japan,”
drawing attention from more than 100 U.S. sellers**

BuySell Technologies Co., Ltd. (Headquarters: Shinjuku-ku, Tokyo), which operates the resale service “BuySell,” announces that Kyohei Iwata, Chairman and Representative Director, spoke at “Luxury Resale Summit 2026,” hosted by TikTok Shop in New York, U.S., on September 11, 2026 (local time). Before an audience of more than 100 U.S. pre-owned luxury sellers, Iwata discussed trends in Japan’s resale market and the potential of “Used in Japan,” offering attendees a perspective on the strength and importance of the luxury resale market in Japan.



The Growing Global Pre-owned Luxury Market and the Potential of “Used in Japan”

Demand for pre-owned luxury goods is expanding globally. According to research, the global pre-owned market for fashion and luxury goods is estimated to have grown from approximately \$130 billion in 2022 to approximately \$210–220 billion in 2025, a compound annual growth rate of 15–20% (*1). In just a few years, TikTok Shop U.S. has become a destination for luxury resale, with average daily sales increasing by more than 400% year over year as of Q2 2026.

Meanwhile, many unused luxury brand items, watches, kimono and works of art remain in Japanese households. BuySell purchases these items through its “Home Visit Purchase” service, which is planned to reach more than 500,000 household visits in fiscal 2026. In April 2026, BuySell partnered with an external firm to begin selling pre-owned designer bags to the U.S. on TikTok Shop, shipping from its warehouses in Japan. Through live streaming six days a week, five hours a day, BuySell has seen U.S. demand for pre-owned designer goods firsthand.

TikTok Shop held the event during New York Fashion Week, bringing together pre-owned luxury sellers in anticipation of further growth in the category. As a representative company for “Premium Global Supply,” one of the keys to success on TikTok Shop, BuySell delivered the event’s keynote, speaking to U.S. sellers with an interest in pre-owned designer goods about the current state and future potential of Japan’s resale market, as well as Japanese capabilities in authentication and the trust it provides. Following the presentation, the company received numerous inquiries and requests from attendees, reflecting high expectations for Japanese pre-owned goods.

BuySell will continue to convey the appeal of “Used in Japan” to the world, with the aim of growing it into a major pillar of the circular economy.

Event Overview

Name: Luxury Resale Summit 2026

Organizer: TikTok Shop

Date: September 11, 2026 (local time), 11:00 a.m. – 6:00 p.m.

Venue: Two Park Avenue (2 Park Avenue, New York, NY 10016, USA)

Participants: Over 100 companies, including pre-owned luxury sellers and resale-related service providers

Event Content ①: Presentations

Opening with remarks from the head of the Luxury category at TikTok Shop U.S., the program introduced three keys to success on TikTok Shop: “Premium Global Supply,” “Golden Livestream Playbook” and “Trust.” BuySell was presented and spoke as a representative of “Premium Global Supply.”

Event Content ②: After-party

An after-party was held on the rooftop of the venue as a networking opportunity for speakers and participants.

From the Keynote: The Current State of the Japanese Resale Market

• Why approximately ¥91 trillion lies dormant in Japanese households

“Hidden assets” — items left unused for more than a year in Japanese households — are estimated to be worth approximately ¥91 trillion, or about \$570 billion (*2). Centered on the bubble economy from 1986 to 1991, an economic boom brought a glamorous consumer lifestyle to Japan, and consumers bought luxury goods, watches and jewelry in large numbers. A cultural practice of handling items with care means many of them remain in good condition today.

• A pre-owned purchasing model that developed uniquely in Japan

In Japan, the store-based model is mainstream, with customers bringing in the items they have decided to sell. In 2015, BuySell launched “Home Visit Purchase,” a service in which appraisers visit customers’ homes. Because appraisers visit in person, they encounter items customers may have forgotten about, or assumed could not be sold. Iwata discussed the company’s vision of selling such items across the United States through TikTok Shop and other channels.

Speaker Profile: Kyohei Iwata, Chairman and Representative Director

Graduated from the Department of Systems Innovation, Faculty of Engineering, The University of Tokyo. After working at Hakuhodo Inc., he founded OWL Inc. (currently AViC Inc.), which provides marketing consulting and other services, in 2014 and became its Representative Director. He has provided broad support for the marketing activities of rapidly growing companies, primarily venture firms. He began consulting for the Company in June 2016 and joined the Company as a Director in October 2016. He became President, Representative Director and CEO of the Company in September 2017, and Chairman and Representative Director in April 2024.

Resale Service “BuySell”

“BuySell” is a resale service that promotes the realization of a circular society through the purchase and sale of pre-owned goods. Across Japan, it purchases various items lying unused in people’s homes, such as kimono, stamps and designer goods, and passes them on to those who need them next.

In its purchasing business, BuySell offers a range of methods tailored to each customer, including one of the industry’s largest Home Visit Purchase operations, in-store purchasing at conveniently located sites, and a mail-in service customers can use at any time.

Media Contact

BuySell Technologies Co., Ltd. Public Relations

Tel: +81-3-3359-0830 Email: pr@buysell-technologies.com

In its sales business, the company sells in Japan and overseas through physical stores and wholesale, as well as its e-commerce sites: “BuySell Online Store” for pre-owned kimono and “BuySell Branché” for designer goods and jewelry.

- Purchase Service “BuySell” | <https://buysell-kaitori.com/>
- Pre-owned Kimono E-commerce Site “BuySell Online Store” | <https://www.buysellonline.jp>
- Designer Goods & Jewelry E-commerce Site “BuySell Branché” | <https://brandchee.com/>

Company Overview

Company Name: BuySell Technologies Co., Ltd.

Representatives: Kyohei Iwata, Chairman and Representative Director; Kosuke Tokushige, President, Representative Director and CEO

Head Office: PALT Bldg., 4-28-8 Yotsuya, Shinjuku-ku, Tokyo 160-0004, Japan

Business Description: Resale business through home-visit purchases and store purchases, etc.

Stock Exchange Listing: Tokyo Stock Exchange Growth Market (Securities Code: 7685)

Corporate Website: <https://buysell-technologies.com/>

Sources

*1...Boston Consulting Group, “Resale’s Next Chapter: How Fashion and Luxury Brands Can Win in the Secondhand Market” (2025)

<https://www.bcg.com/ja-jp/press/18december2025-new-report-from-bcg-and-vestiaire-collective-reveals-global-trends-reshaping-the-resale-market>

*2...Mercari, “2025 Survey on ‘Hidden Assets’ Sleeping in Japanese Households”

https://about.mercari.com/press/news/articles/20251120_kakureshisan/

Media Contact

BuySell Technologies Co., Ltd. Public Relations

Tel: +81-3-3359-0830 Email: pr@buysell-technologies.com