

Chrome Hearts

- Wants up +376%, sales +300% in 2023 📈
- With a 73:1 wants-to-sales ratio, exclusivity is key 🧥
- Hoodies 🧥, tees 👕 and hats 🧢 are the most wanted Chrome Hearts categories
- Apparel and accessories featuring horseshoes 🐾, crosses ✝️ and scrolls 📜 generate higher profits

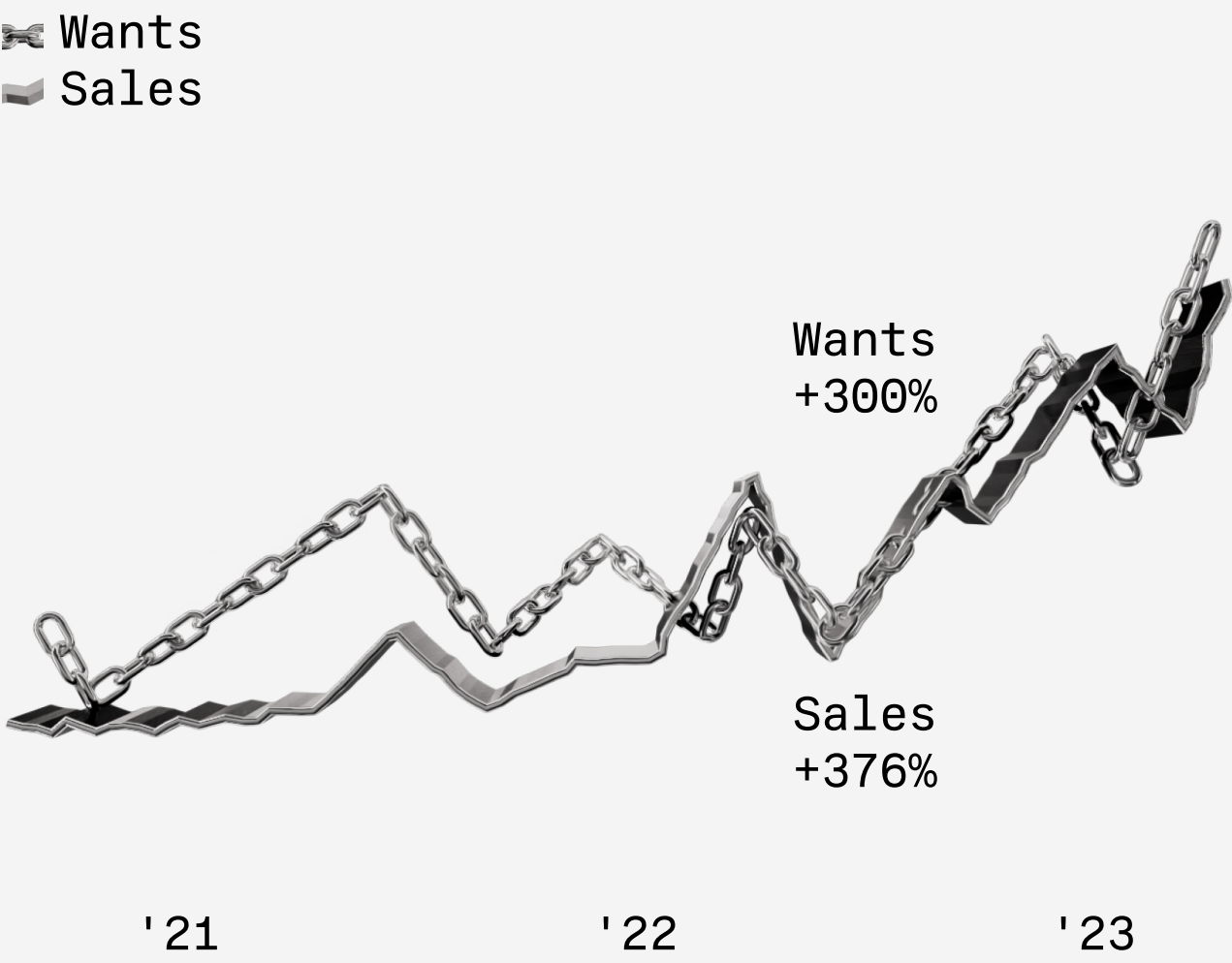


Sect. I. Introduction

Once a motorcycle gear company operating out of a tiny Los Angeles garage, Chrome Hearts has evolved over 35 years into a polarizing luxury brand with a cult-like following. The family-run enterprise is recognized for its silver jewelry and black leather.

From 2022 to 2023, wants and sales for Chrome Hearts have grown on GOAT by +376% and +300%, respectively. FIG. A

FIGURE A
Chrome Hearts wants and sales,
2019-2023



Sect. II. Demand

Although the brand is known for its jewelry, Chrome Hearts apparel and accessories have gained remarkable traction on the secondary market. A detailed look at demand on GOAT by category reveals a significant preference for hoodies, sweatshirts and tees. Sales, meanwhile, are dominated by hats and tanks. **FIG. B**

FIGURE B
Chrome Hearts apparel wants and sales on GOAT by category, 2019-2023



Sect. III. Symbology

Distinctive symbols make Chrome Hearts apparel immediately recognizable. FIG. C

- 1 Horseshoes
- 2 Crosses
- 3 Scrolls

Items with these motifs earn consistently higher profits on the secondary market. FIG. D

FIGURE C
The Multi Logo tee features 30 of the brand’s insignias



FIGURE D
The most profitable Chrome Hearts apparel of all time

■ Retail Price
■ Average Resale



[1] Chrome Hearts Stencil Hoodie 'White/Multicolor'
[2] Chrome Hearts x Foti Skeleton Online Exclusive...
[3] Chrome Hearts Online Exclusive Hoodie 'Black/Blue'

Sect. IV.

Additional Indicators

There are other characteristics and categories of Chrome Hearts apparel that can help predict an item’s secondary market performance.

Silver Details

From hat buttons to jean rivets to zippers, Chrome Hearts uses .925 sterling silver wherever it can. FIG. E

White & Black

The brand’s most resonant color palette is anchored in its biker roots. FIG. F

Collaborations

Chrome Hearts partnerships with brands like Deadly Doll, Off-White and The Rolling Stones drive demand. FIG. G

FIGURE E
35% of Chrome Hearts items on GOAT feature silver details



FIGURE F
White and black represent 83% of Chrome Heart sales in 2023

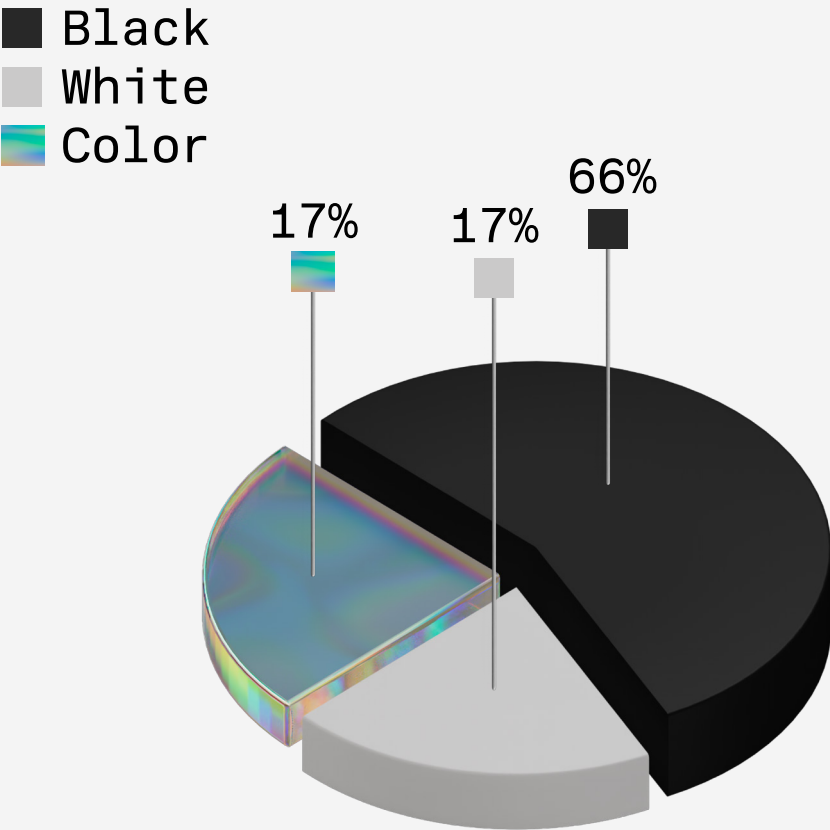


FIGURE G
Collaborations ordered by demand

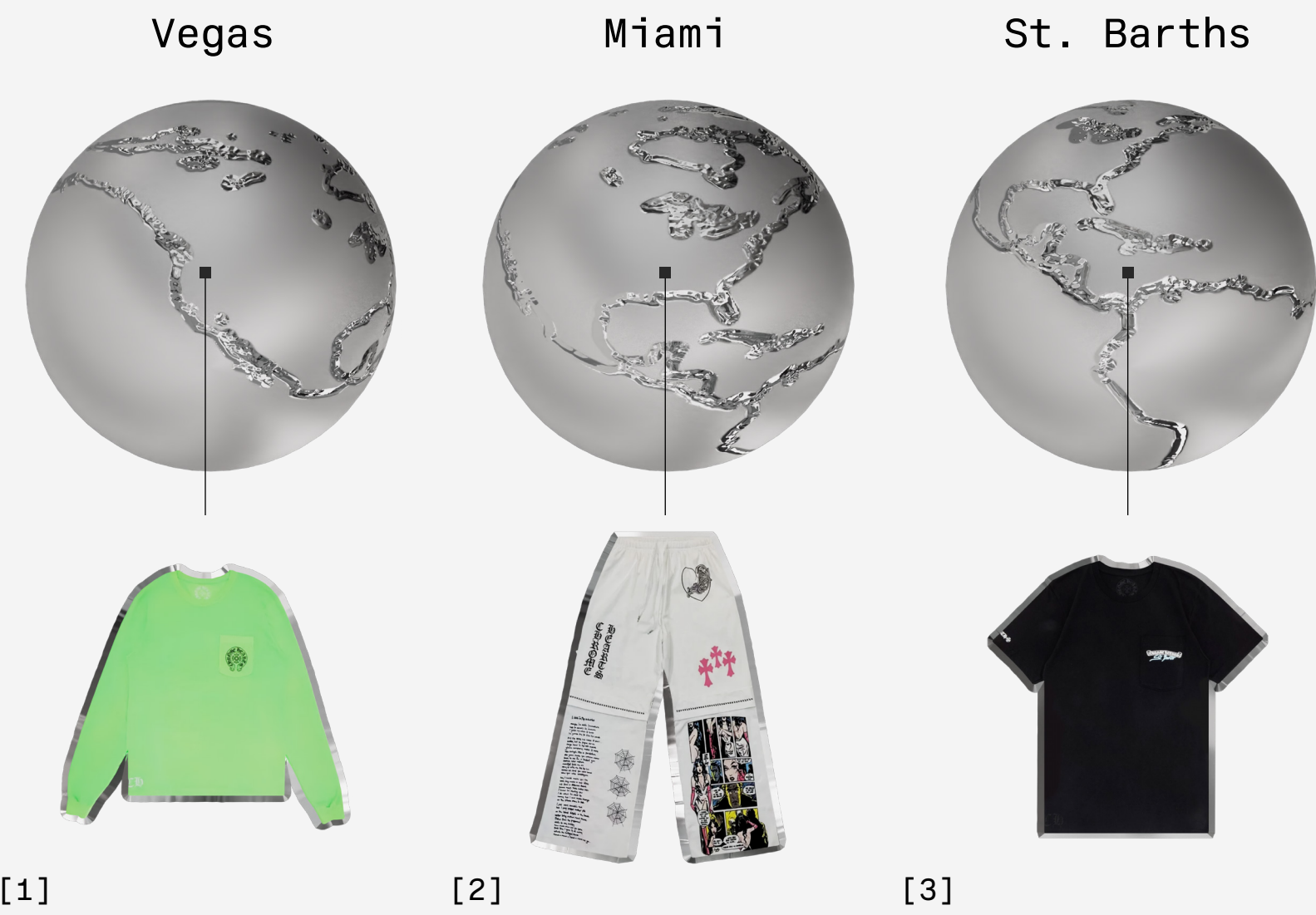


- [1] Chrome Hearts Las Vegas Trucker Hat 'Black'
- [2] Chrome Hearts Horseshoe Floral Cross-Sleeve Zip...
- [3] Chrome Hearts Cross Patch Denim 'Black/Green/Ch...
- [4] Chrome Hearts x Deadly Doll Sweatpants 'White/Pink'
- [5] Chrome Hearts x Off-White Cross Denim 'Orange'
- [6] Chrome Hearts x Rolling Stones Lips Online Exclus...

Sect. V. Seller Tips

- 1 Visit Chrome Hearts retail locations. Each location carries products exclusive to that store FIG. H
- 2 Stay up to date with online releases, they occur infrequently and resell for +126% over retail, on average
- 3 Don't give up on color entirely: Matty Boy's neon designs are limited and often in demand
- 4 Trucker hats are a safe bet, driving 29% of Chrome Hearts sales

FIGURE H
Chrome Hearts offers retail-exclusive items at each of its locations



[1] Chrome Hearts Las Vegas Exclusive Tie Dye Floral...
[2] Chrome Hearts x Deadly Doll Miami Exclusive Swea...
[3] Chrome Hearts St. Barths Exclusive T-Shirt 'Black'

Sect. VI. Conclusion

Sterling silver artistry, leatherwork, bespoke items and an association with biker culture have historically defined the Chrome Hearts design ethos.

Since Matty Boy’s 2018 appointment as Creative Director, Chrome Hearts has intensified its focus on graphics-heavy apparel. This move reflects a strategic response to evolving marketplace demands, and, perhaps, the beginning of a new, more accessible era of the Chrome Hearts brand.