

The Sourcing Checklist

One page. Print it, fold it, put it in your pocket.

1 GO IN ANYWAY

Walk into every charity shop you pass. Every one. The scruffy one by the bus station is somebody's best shop — you only find out by going in.

2 START WHERE YOUR MONEY IS

Go straight to your best-selling department while your eyes are fresh. Mine is menswear — it's less picked over and the margins are better. Yours might not be. Track it and find out.

3 WORK THE RAIL PROPERLY

Go through everything. Not a scan — everything. Read the tag first; the brand tells you more in one second than the garment does in ten.

Things that make me stop before I've even reached the tag: stripes, gingham shirts, heavy fabric, an unusual collar, real weight on the hanger.

4 WHAT I NEVER WALK PAST

- ☐ Ralph Lauren and any recognised designer
- ☐ Vintage anything — branded or not
- ☐ Streetwear, including unbranded
- ☐ Vintage sportswear
- ☐ Modern activewear

Unbranded is not the same as worthless. Cut, fabric and era sell — plenty of my best items had no name in them at all.

SHOPS TO TRY

Write them down. You will forget otherwise.

5 THE 20-SECOND CHECK

- ☐ Test the zip — all the way up and down
- ☐ Armpits and collar for staining
- ☐ Rips, pulls and thinning at the elbows
- ☐ Moth holes — hold knitwear to the light
- ☐ Composition label: what is it actually made of?

6 FAULTS: BUY OR LEAVE

Small holes and stains are not automatic no. If it's cheap, and you honestly think it'll wash out, buy it — a £3 gamble that works is a good trade.

Leave it when the repair costs more than the margin, when the damage is somewhere a photo can't hide, or when you're telling yourself a story about how you'll fix it. You won't.

7 THE MONEY RULE

Will I double my money?

If no, it goes back. That's the whole test.

The exception is higher-ticket items. If a coat costs £25 and sells for £55, that isn't double — but £20-odd profit on one item is a good day, so I'll take it.

Selling on Vinted, the buyer covers the protection fee, so your maths is simply what you paid against what it sells for — minus postage if you cover it, and your packaging.

8 THE RULE ABOVE ALL

**Buy, buy, buy.
List, list, list.**

The more you list, the more you sell. Nothing sells from a bag in the spare room. If you only take one thing from this page, take this one.