

Children's Clothing Exchange Pricing Guide

Pricing is a little bit math and a little bit guessing and little skill. The guides below can help you hone your skill and remember to always ask yourself **“What would I pay for this?”**


TIP: Still can't figure out what to price an item for? Search local resell resources for your item (like FB Marketplace) and see what others are selling it for. If you want to sell.. price a little lower than what you find online.


TIP: \$2 Minimum. All items have to be tagged for at least \$2. If your item's resell value is less than \$2, consider bundling that item with another relevant item(s) to meet the minimum. But don't make your bundles too big – people will be more likely to buy a bundle of 3 items and not buy a bundle of 8+items.

QUICK PRICING GUIDE (2023)

	Retail	Your Price
Value Brands \$ Cherokee, Circo, Faded Glory, Garanimals, etc	<\$10	\$2-3
Basic Brands \$\$ Carter's, Old Navy, Children's Place, Nike, etc	\$10-\$20	\$4-6
Premium Brands \$\$\$ Crewcuts, Mud Pie, Angel Dear, Polo, Mini Boden, etc	\$20-\$40	\$7-13
Boutique Brands \$\$\$\$ Kissy Kissy, Feltman, Banberry Cross, Pink Chicken, etc	>\$40	25-40% Off Retail
NON-CLOTHING Toys, Books, Furniture, Strollers, Sports Gear, etc		50-80% Off Retail

Price Higher For
 + New w/ Tags
 + Like New





Price Lower For
 - Infant
 - Maternity
 - Books
 - Fleece footed PJs

DETAILED PRICING GUIDE (2021)

Boys & Girls (0-24months) -- *We receive a large inventory of infant clothing so please price accordingly.		
Item	Price	
Pajamas	\$3-5	Basic Brands (Old Navy, Target, Carters, etc)
	\$8-12	Boutique Brands (Kissy Kissy, Magnetic Me, Zutano, Polo, etc)
Day Gowns	\$4-6	Basic Brands
	\$10-18	Boutique Brands (Feltman, Smocked, etc)
Sleep Sacks & Swaddles	\$4-6	Basic Brands
	\$6-12	Designer (Halo, Aden + Anais, Baby Merlin Magic Sleep Suit, etc)
Bubbles, Dresses, John-Johns	\$6-12	Basic Brands (Gap, Target, Old Navy, etc)
	\$8-20	Boutique Brands (Feltman, Angel Dear, Vive La Fete, Petit Ami, Banberry Cross, etc)
	\$12 and up	Reversible
	\$14 and up	Smocked
Short & Long Sleeve Button Down Shirt	\$3-5	Basic Brands (Gap, Target, Old Navy, etc)
	\$6-9	Boutique (Polo, Banberry Cross, Little English, etc)
Shorts	\$2-6	Basic Brands (Gap, Old Navy, Target, Carters, etc)
	\$5-10	Boutique (Magnolia Baby, Crewcuts, Polo, Banberry Cross, etc)
Jeans / Leggings	\$2-4	Basic Brands (Old Navy, Target, Carters, etc)
	\$7-15	Boutique (linen, seersucker, special brands, etc)
Sweaters	\$4-6	Basic Brands
	\$7 and up	Boutique (Petit Ami, Kissy Kissy, etc)
Jackets	\$5-8	Basic Brands
	\$8-20	Boutique (Angel Dear, Magnolia Baby, etc)
Bathing Suits & Cover Ups	\$4-6	Basic Brands
	\$6 and up	Boutique (Crew cuts, Vineyard Vines, etc.)
Night Gowns	\$4-5	Basic Brands
	\$8 and up	Boutique
Athletic Wear	\$3-5	Basic Brands
	\$5 and up	Boutique

Boys -- Sizes 2 and Up		
Item	Price	Notes
Knit Shirts with collar	\$3-5	Basic (Old Navy, Children's Place, Gap, Target, etc)
	\$8 and Up	Popular Brands (Polo, Under Armour, Vineyard Vines, Crewcuts, Bailey Boys, etc)
Button Down Shirts	\$4-6	Basic

	\$10 and Up	Popular Brands (Vineyard Vines, Polo, J. Bailey, etc)
Khakis, Corduroy & Long Pants	\$4-7	Basic (Old Navy, Children's Place, Gap, etc)
	\$8 & up	Designer (Polo, Perlis, Banberry Cross, etc)
Sweaters / Vests	\$5-7	Basic
	\$8 and up	Designer (Vineyard Vines, Polo, Perlis, etc)
Jeans	\$4-7	Basic (Old Navy, Children's Place, Gap, etc)
	\$10 & up	Designer
Shorts	\$4-6	Basic
	\$8 & up	Designer Brands (Polo, Crewcuts, etc)
Athletic Shirts	\$3-5	Basic Brands (Target, Academy, Dick's, etc)
	\$4-8	Popular Brands (Under Armour, Nike, etc)
Athletic Shorts	\$4-6	Basic Brands (Target, Old Navy, Academy, etc)
	\$7 & up	Popular Brands (Under Armour, Adidas, Nike, etc)
Athletic Sweatshirts	\$4-6	Basic Brands (Target, Old Navy, etc)
	\$8-20	Under Armour, Adidas, Nike, etc)
Sweatpants	\$3-5	Basic
	\$8-15	Popular (Under Armour, Adidas, Nike, etc)
Bathing Suits	\$5-6	Basic Brands
	\$8 & up	Designer Brands (Vineyard Vines,
Pajamas	\$4-6	Basic Brands (Old Navy, Target, etc)
	\$8 and up	Popular Brands (Hanna Andersson, Crewcuts Disney, etc)
Blue Blazers	\$15-25	Basic Brands
	\$35 and up	Designer (Perlis Blazers sell for \$40-45)
Suits	\$15-30	Basic
	\$40 and up	Designer (ex: Perlis seersucker suit will normally sell for \$50-60)
Saints / Mardi Gras / Pelicans Shirts	\$8-15	Local (Nola Hawk, Dirty Coast, etc)
	\$10-20	Local (Perlis Crawfish Shirt)
Winter Fleece / Jacket	\$8-12	Basic Brands (Target, Academy, Old Navy, etc)
	\$20-40	Designer (Angel Dear, The North Face, Patagonia, Polo, etc)

Girls -- Sizes 2 and Up		
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Item		
Dresses	\$6-9	Basic
	\$10-14	Designer (Polo, Crewcuts, etc)
	\$16 & up	Boutique (Lilly Pulitzer, Feltman, Vive La Fete, etc)
Blouses / Shirts	\$4-7	Basic (Old Navy, Gap, Target, etc)
	\$8 and Up	Popular Brands (Mini Boden, Hanna Andersson, Magnolia Baby, Angel Dear, Lulu BeBe)
Skirts	\$4-7	Basic
	\$10 and Up	Popular Brands (Lilly Pulitzer, Crewcuts, Boden, Magnolia Baby)
Pants / Jeans	\$5-8	Basic (Old Navy, Children's Place, Gap, etc)
	\$10 & up	Designer (Paige Jeans, Hudson, etc)
Shorts	\$4-5	Basic
	\$8 and up	Designer (Lilly Pulitzer, Orient Expressed, etc)
Athletic Shirts	\$3-5	Basic Brands (Target, Academy, Dick's, etc)
	\$10 & up	Popular Brands (Lululemon, Athleta Girl, etc)
Athletic Shorts	\$4-6	Basic Brands (Target, Old Navy, Academy, etc)
	\$10 & up	Popular Brands (Athleta Girl, Lululemon, etc)
Athletic Sweatshirts / Sweatpants	\$4-6	Basic Brands (Target, Old Navy, etc)
	\$8-20	Popular Brands (Athleta Girl, Lululemon, etc)
Bathing Suits & Coverups	\$6-8	Basic Brands
	\$8 & up	Boutique (based on brand & condition)
Pajamas	\$4-6	Basic Brands (Old Navy, Target, etc)
	\$8 and up	Popular Brands (Hanna Andersson, Crewcuts Disney, etc)
Saints / Mardi Gras / Pelicans Shirts	\$8-15	Local (Nola Hawk, Dirty Coast, etc)
	\$10-20	Local (Perlis Crawfish Shirt)
Winter Fleece / Jacket	\$8-12	Basic Brands (Target, Academy, Old Navy, etc)
	\$20-40	Designer (North Face)

Find more pricing, tagging, selling information on our site www.ccexnola.com