

THE ANTI-LOYALTY STRATEGY

“What if the customer who never buys twice is your most loyal customer?”

CASE STUDY

Damson Madder & the case against Repeat Purchase Rate

IN ONE LINE

She's not buying less because she cares less. She's buying less because she wants to be first, not repeated.

WHY THE METRIC MISFIRES

Repeat Purchase Rate was built for categories where sameness is the point: the same detergent, the same coffee, the same trainers restocked forever. Drop-culture customers are opting out of exactly that: Damson Madder's audience isn't shopping for consistency, it's shopping for the next clash of print, the next colour named after a dye, the next thing nobody else has yet.

Asking "did she buy again?" mistakes her restraint for disengagement, when it's often the opposite.

Repeat purchase can mean "this is reliable." For a novelty-driven customer, it can just as easily mean the brand ran out of new ideas.

EVIDENCE FROM THE LABEL

45,000

sign-ups on one unreleased style, the cargo trouser. That demand became the brand's denim range.

+636%

US sales growth in twelve months, against +402% overall. Reported on track for £31m revenue.

10 → 45

headcount in two years. Its breakout raincoat wasn't designed for virality; it went viral anyway.

The virality-driving content "has always been centred around relatability and community. That's what has driven loyalty and brand love for us."

EMMA HILL, FOUNDER & CEO · HUNGER, NOV 2025

THE PIECE IN QUESTION



A GARMENT THAT SOLD ON
REPUTATION, NOT ON REPETITION

IN ONE LINE

She doesn't stop being loyal when she stops buying every drop. She just moves her loyalty somewhere your dashboard isn't looking.

THE LOYALTY LADDER

Commitment escalates long before money changes hands, and long after.



LOW COMMITMENT

PEAK CULTURAL INVESTMENT

Purchase sits fifth of seven. A metric anchored on rung five sees roughly a seventh of the relationship, and calls it loyalty.

BRAND GRAVITY

Proposed to replace Repeat Purchase Rate as the north-star metric.

Eight signals, each stated as something she actually did, because a metric nobody can say out loud won't survive its first board meeting.

01

“She wanted it before she bought it.”

PRODUCT SAVE RATE

02

“She searched for it by name.”

BRANDED SEARCH

03

“She talked about it, unprompted.”

ORGANIC MENTIONS

04

“She kept it. It wasn't just hype.”

DROP RETURN RATE

05

“She was willing to wait for it.”

WISHLIST-TO-PURCHASE LAG

06

“It's worth more secondhand than new.”

RESALE VALUE RETENTION

07

“It sold out before she could blink.”

TIME-TO-SELLOUT

08

“Her friends heard it from her, not an ad.”

SOCIAL REFERRAL RATE

IN ONE LINE

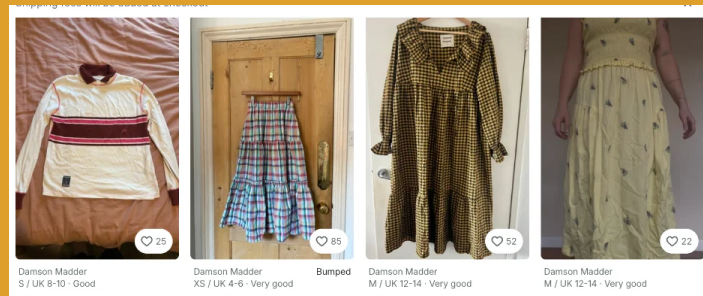
Nobody has to invent this metric. Other categories already price wanting. Fashion just never wrote it into the dashboard.

1.95*

AVERAGE RESALE MULTIPLE ON
NIKE SB, PUBLISHED BY
STOCKX

Sell-through is contaminated by distribution and ad spend. Resale price is not.

A public, tracked number tells sneaker brands which silhouettes are wanted, in a category where nobody would dream of measuring loyalty by counting restock repurchases.



RESALE £55-£60 AGAINST £85-£100 RETAIL

ROUGHLY 60% VALUE RETENTION, NOT A PREMIUM. A RATIO THE BRAND DOESN'T CONTROL, AND DOESN'T CURRENTLY TRACK.

LUXURY · THE FORMULA ALREADY EXISTS

$\text{retention \%} = \text{resale} \div \text{MSRP}$. Value retention and resale premium are standardised variables in luxury scarcity research. Signal 06 is imported, not improvised. A collapsed premium reads as market exhaustion months before sales confirm it.

CULT MENSWEAR · SCARCITY AS STRATEGY

Aimé Leon Dore deliberately limits drops per year to build anticipation. A stranger will offer to buy the cap off your head because “that hat is always selling out.” Peak commitment, zero repeat purchase.

IN ONE LINE

Half of Brand Gravity is measurable this quarter with tools already in the stack. Half needs building.
All of it can be gamed if nobody watches.

SHIPS THIS QUARTER

01 Product save rate (wishlist app events)

02 Branded search (Search Console, already free)

04 Drop return rate (returns data, cut by drop cohort)

07 Time-to-sellout (inventory timestamps)

NEEDS NEW INFRASTRUCTURE

03 Organic mentions (listening tool with a gifted-creator exclusion list)

05 Wishlist-to-purchase lag (save events joined to order IDs)

06 Resale value retention (Depop / Vinted feeds, SKU-matched to RRP)

08 Social referral rate (a post-purchase question at checkout)

WHERE THIS COULD BE GAMED

Under-buy and everything sells out. Normalise time-to-sellout by units released, never by minutes elapsed.

Thin resale markets swing wildly. Require 20 completed sales per style; use the median, not the ask.

Saves are cheap to farm. Only count saves followed by a return visit inside 30 days.

Any index drifts to what moves fastest. Fix the weights annually; review them, don't tune them quarterly.

Paid gifting reads as organic. Exclude any handle in the gifting CRM for 90 days after a send.

It measures desire, not margin. A leading indicator that belongs next to contribution margin, not instead of it.

IF YOU REMEMBER ONE THING

Measure wanting, not just buying. The sales follow. A loyalty programme built on repeat purchase would reward the wrong customer.

CRM

Give save and wishlist behaviour equal weight to purchase history. A customer who has saved twelve pieces and bought two isn't under-converting. She's telling the brand what to make more of. Forty-five thousand people already did.

PRICING

Track resale price against RRP as a standing KPI, reviewed alongside sell-through. A piece reselling above retail is the clearest proof of desirability the brand will ever get for free. The founder already says the clothes should thrift well.

CADENCE

Let time-to-sellout set drop cadence and batch size, not the calendar. If a colourway sells out in nine minutes, that's gravity, and a reason to move the next micro-batch closer, not further away.

ILLUSTRATIVE SCORECARD · HYPOTHETICAL DROP ONLY

Repeat Purchase Rate

LOW SIGNAL

Brand Gravity (composite)

HIGH SIGNAL

Most of this customer's loyalty happened before checkout, in saves, shares and a sold-out countdown, and continues after it on resale platforms Repeat Purchase Rate can't see at all.

Don't ask if she'll buy it again. Ask if she'd still want it if she couldn't.