

# BIG FACTS

## Travis Scott: Collab King

The most impressive aspect of Travis Scott's resale dominance - even more remarkable than his sky-high sneaker prices - is the breadth and diversity of his catalog. From face masks to chicken nugget pillows to Fortnite accessories, if it has Travis Scott's name on it, it's moving numbers on StockX.

### SNEAKERS

**\$850**

Average price of  
Travis Scott Sneakers



### APPAREL AND MERCH

**95%**

Share of Travis Scott  
merch that resells  
for more than retail



### MCDONALD'S COLLAB

**+400%**

Search increase for "Cactus Jack"  
after the McDonalds collab  
was announced



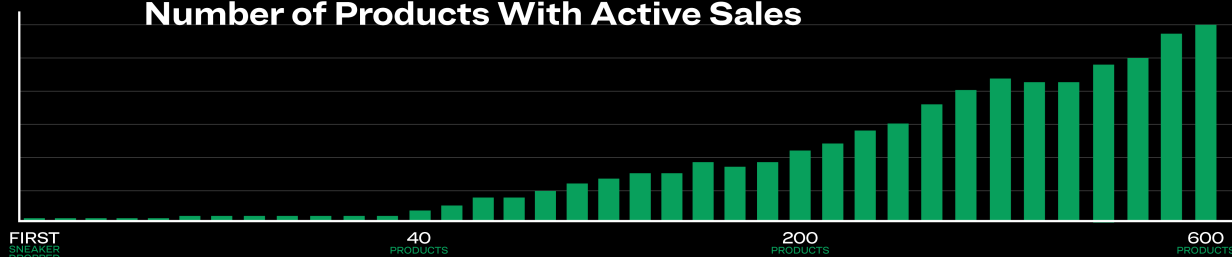
### TOYS AND ACCESSORIES

**130%**

Average price premium  
over retail for Travis Scott  
collectibles



### Number of Products With Active Sales



Since 2017, Travis Scott has released close to **20** new products each month on average, and now there are **600** different items with StockX sales.