

The BOLO List

Vol. 1 • Your September sourcing list • 25 keywords across 5 categories

The Fall Keyword & Timing Guide went deep on one cluster. This is the first volume of The BOLO List: five categories, the highest-value keywords in each, and one deep dive on whatever moved fastest. Google search data leads every number. Where a term is still building, we say so.

YOU PICKED TWO OF THESE

We asked what to build next. Boots and Men's Shirts were the two most requested replies, so both are in this volume. Tell us the next one and it gets built.

WHAT'S INSIDE

	Denim 5 KEYWORDS • TOP: WRANGLER JEANS 90,500/MO	PAGE 2
	Bags & Accessories 5 KEYWORDS • TOP: TOTE BAG 368,000/MO	PAGE 3
	Boots READER PICK 5 KEYWORDS • TOP: COWBOY BOOTS 201,000/MO	PAGE 4
	Men's Shirts READER PICK 5 KEYWORDS • TOP: MEN'S SHIRT 74,000/MO	PAGE 5
	Outerwear 5 KEYWORDS • TOP: THE NORTH FACE JACKET 135,000/MO	PAGE 6
	Quick Reference Sheet ALL 25 KEYWORDS, RANKED BY VOLUME • PRINT THIS ONE	PAGE 8

READING THE SIGNAL COLUMN

SURGING	Climbing hard, well above last year.	BUILDING	Rising and holding. The window is opening.
STABLE	Flat and dependable. A year-round anchor.	FADING	Off a prior high. Real volume, shrinking.



Denim

Denim resale never really goes out of season, but the keyword that captures the buyer changes fast. The generic term and the specific cut are not competing for the same search, so both belong in the title when the item supports it.

#	KEYWORD	SEARCHES / MO	SIGNAL	NOTE
1	Wrangler Jeans	90,500	STABLE	Highest-volume single term in this group.
2	Bootcut Jeans	74,000	STABLE	The generic cut. Still the biggest net.
3	Mother Jeans	60,500	BUILDING	Up 22% YoY. Denim brand demand is building, not just holding.
4	Jorts Women	49,500	STABLE	Slang term. Buyers search it directly, do not translate it.
5	Levi's 517 Bootcut Jeans	18,100	SURGING	Up over 1,000% YoY. Small base, sharp move, watch this one.

THE MOVE

Put the cut in the title, not just the brand. A pair listed as "Wrangler Jeans" catches one search. "Wrangler Bootcut Jeans" catches two. Check the back-pocket stitch and the tab color to name the line correctly.

TIMING NOTE

Evergreen category. No single seasonal window.

Source: Google search data via BOLO Trends. YoY compares against the same month last year.



Bags & Accessories

Skip the designer resale conversation. The bags that actually turn up in bins and on racks are unbranded silhouettes and accessible-brand Coach, and that is where the searchable volume sits. Buyers search the shape first, then the label.

#	KEYWORD	SEARCHES / MO	SIGNAL	NOTE
1	Tote Bag	368,000	STABLE	The largest single term in this guide. Pure discovery net.
2	Coach Tote Bag	165,000	BUILDING	Up 50% YoY. The silhouette plus the brand, and it beats either alone.
3	Crossbody Bag	90,500	STABLE	Flat and reliable all year. A title workhorse.
4	Shoulder Bag	90,500	STABLE	Distinct search from crossbody. Do not use them interchangeably.
5	Vintage Coach Bag	74,000	BUILDING	Up 22% YoY. The vintage prefix is doing real work here.

THE MOVE

Lead with the silhouette, then add the brand. "Coach Tote Bag" outperforms a bare brand name because buyers search the shape they picture. On older Coach, check the creed patch and serial inside the seam before you type vintage.

TIMING NOTE

Bags dip in September and October, then climb into the gift window. Last year shoulder bag went from 74,000 in October to 135,000 in November and held through December. Vintage Coach did the same thing. Source through the fall lull, list by the first week of November.

Source: Google search data via BOLO Trends. YoY compares against the same month last year.



Boots

READER PICK

The most requested category from readers this month. Western and work boots dominate raw volume, but the fastest mover in the group is a technical hiking brand, not a fashion one.

#	KEYWORD	SEARCHES / MO	SIGNAL	NOTE
1	Cowboy Boots	201,000	FADING	Down 33% YoY. Still the biggest term, cooling off its 2025 high.
2	Ariat Boots	201,000	STABLE	Matches the generic term on volume. Holding flat.
3	Lucchese Boots	90,500	STABLE	Premium western brand. Stable demand, higher price ceiling.
4	Work Boots Men	74,000	STABLE	Function-first search. Not trend-driven, do not treat it like one.
5	Danner Hiking Boots	18,100	SURGING	Up 83% YoY and accelerating. Smallest base, fastest climb here.

THE MOVE

Name the brand and the boot type together. "Ariat" alone is a 201,000-search net that tells the buyer nothing about shaft height or toe shape. Check the sole stamp and the pull straps to get the model right.

TIMING NOTE

Western and work boots run evergreen. Danner and the hiking-adjacent terms build into fall as outdoor search ramps, so those list first.

Source: Google search data via BOLO Trends. YoY compares against the same month last year.



Men's Shirts

READER PICK

The second most requested category from readers this month. The generic term still carries the most volume, but the clearest surge on this page belongs to a golf brand most resellers walk straight past.

#	KEYWORD	SEARCHES / MO	SIGNAL	NOTE
1	Men's Shirt	74,000	STABLE	The broad anchor. Use it, then stack the specific cut.
2	Polo Shirt Men	33,100	STABLE	The generic version of the Peter Millar surge below.
3	Peter Millar Polo	27,100	SURGING	Up 174% YoY. Four straight months up, a real brand surge.
4	Men's Henley	22,200	BUILDING	Up 50% YoY. Fall layering piece, underpriced in most closets.
5	Men's Workwear Shirt	12,100	BUILDING	Up 22% YoY. Function-first, building steadily.

THE MOVE

Brand first whenever you have one worth naming. Peter Millar, Patagonia, Ralph Lauren all outrun the generic. "Polo shirt men" is the fallback, not the lead. Performance fabric and a logo on the chest is the tell worth pulling.

TIMING NOTE

Peter Millar is riding a live streak, so that one lists now. Henley and workwear shirts build through fall and hold into winter.

Source: Google search data via BOLO Trends. YoY compares against the same month last year.

11

Outerwear

The most calendar-sensitive category in this volume. Every term below climbs hard into October and November, which means the cheap sourcing window is open right now and closes fast. The biggest mover in the whole guide is here, broken out on page 7.

#	KEYWORD	SEARCHES / MO	SIGNAL	NOTE
1	The North Face Jacket	135,000	SURGING	Series high. Full breakdown on page 7.
2	Rain Jacket	49,500	BUILDING	Up 22% YoY. Function-first, holds through fall storms.
3	Peacoat	40,500	BUILDING	Up 22% YoY. Classic silhouette building toward a November peak.
4	Barbour Jacket	40,500	BUILDING	Up 49% YoY. Quiet luxury outerwear, steady climb.
5	Arc'teryx Jacket	40,500	BUILDING	Up 82% YoY. Technical brand demand building into fall.

THE MOVE

Buy now at summer prices, list the first week of October. On North Face, check the baffle pattern, the fill weight and the label era. Nuptse and 1996 Retro are the model names buyers actually type.

TIMING NOTE

The whole page ramps starting in October. Nothing here needs to be listed today, but everything here needs to be bought today.

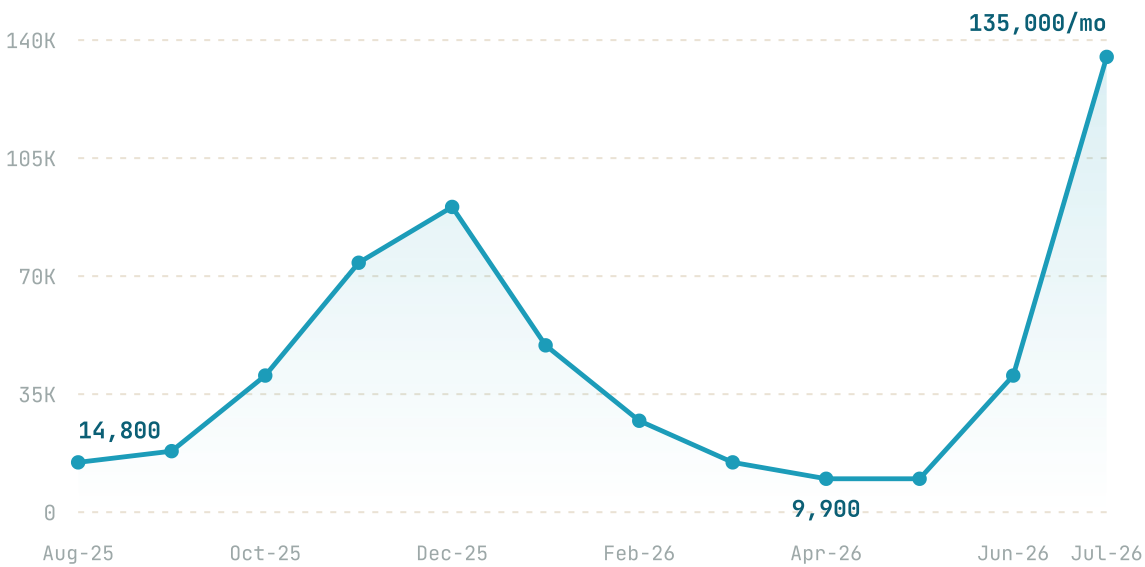
Source: Google search data via BOLO Trends. YoY compares against the same month last year.

The North Face Jacket

Google search data shows the north face jacket hit 135,000 searches in July. That was its highest in four years, it cleared last winter's peak of 90,500, and it landed in a month that had never before broken 15,000.

June broke a five-month flat line near 10,000, then July jumped again. That is this summer's climb, not a promise for the fall.

"THE NORTH FACE JACKET" • 12-MONTH SEARCH TREND



WHAT THIS MEANS FOR SOURCING

Do not wait for the usual seasonal window here, because it may already be open. Pull North Face now, verify the label era and the fill weight, and list this week instead of holding for October.

Source: Google search data via BOLO Trends. Search volume moves month to month; treat each figure as a snapshot rather than a fixed number.

The Whole List, Ranked

Every keyword in this volume, sorted by search volume. This is the page to print or screenshot and keep on your phone in the bins.

KEYWORD	CATEGORY	SEARCHES / MO	SIGNAL
■ Tote Bag	BAGS & ACCESSORIES	368,000	STABLE
■ Cowboy Boots	BOOTS	201,000	FADING
■ Ariat Boots	BOOTS	201,000	STABLE
■ Coach Tote Bag	BAGS & ACCESSORIES	165,000	BUILDING
■ The North Face Jacket	OUTERWEAR	135,000	SURGING
■ Wrangler Jeans	DENIM	90,500	STABLE
■ Crossbody Bag	BAGS & ACCESSORIES	90,500	STABLE
■ Shoulder Bag	BAGS & ACCESSORIES	90,500	STABLE
■ Lucchese Boots	BOOTS	90,500	STABLE
■ Bootcut Jeans	DENIM	74,000	STABLE
■ Vintage Coach Bag	BAGS & ACCESSORIES	74,000	BUILDING
■ Work Boots Men	BOOTS	74,000	STABLE
■ Men's Shirt	MEN'S SHIRTS	74,000	STABLE
■ Mother Jeans	DENIM	60,500	BUILDING
■ Jorts Women	DENIM	49,500	STABLE
■ Rain Jacket	OUTERWEAR	49,500	BUILDING
■ Peacoat	OUTERWEAR	40,500	BUILDING
■ Barbour Jacket	OUTERWEAR	40,500	BUILDING
■ Arc'teryx Jacket	OUTERWEAR	40,500	BUILDING
■ Polo Shirt Men	MEN'S SHIRTS	33,100	STABLE
■ Peter Millar Polo	MEN'S SHIRTS	27,100	SURGING
■ Men's Henley	MEN'S SHIRTS	22,200	BUILDING
■ Levi's 517 Bootcut Jeans	DENIM	18,100	SURGING
■ Danner Hiking Boots	BOOTS	18,100	SURGING
■ Men's Workwear Shirt	MEN'S SHIRTS	12,100	BUILDING

Source: Google search data via BOLO Trends.

Tell Us What's Next

This guide repeats every month. Five categories, the highest-value keywords in each, one deep dive on whatever is moving fastest. Boots and Men's Shirts made this volume because readers voted for them.

Every month, subscribers vote on the next category. The poll goes out with the newsletter and the winner gets built. That vote is the one thing subscribing gets you that nothing else does.

NEXT VOLUME

Vol. 2, your October sourcing list. Same structure: five categories, twenty-five keywords, one deep dive. Two of those categories are still unclaimed, and subscriber votes decide them.

And now you know.

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TRENDS END. BOLOS DON'T.

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