

RETAIL

EBay partners with Spring for dedicated digital storefront

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Spring and eBay's new storefront hosts products from a variety of designer brands. Image credit: eBay

By DANNY PARISI

Online auctioneer eBay is partnering with ecommerce retailer Spring to bring high-end items from brands such as Moncler and Chlo to its digital marketplace.

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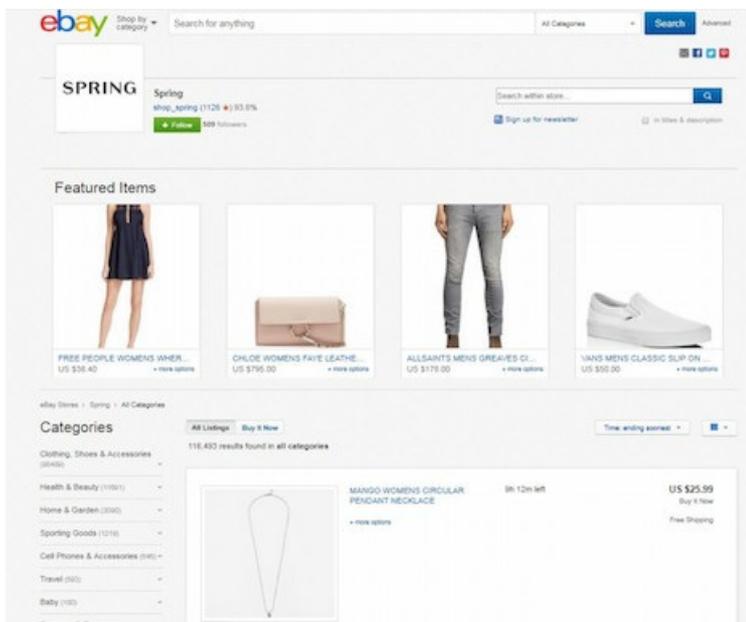
The new digital storefront is meant to act as a sort of internal boutique hosted through eBay that puts a large collection of designer and luxury brands in one place for eBay customers. The move is part of eBay's larger effort to compartmentalize its massive customer base and provide more personalized shopping experiences to individual segments.

Digital storefront

While eBay has historically been known for allowing customers to sell their used goods on a consumer-to-consumer level, the company has been making efforts toward improving the ability of online retailers to sell through the site.

One way that eBay has set out to accomplish this goal is through dedicated digital storefronts that are customized for a single retailer through which they can sell their products.

Spring, an online purveyor of luxury goods, is the latest to join eBay in that partnership with a new storefront that hosts a variety of luxury products.



Spring's eBay storefront. Image credit: eBay

A brief overview of Spring's eBay shop reveals bags from Tumi, jackets from Moncler, coats from Barbour and more, showing the breadth of designer and high-end products on sale through the platform.

Spring also lists Rag & Bone, Chlo and Mango among some of the top-selling luxury brands that it carries.

eBay boasts more than 350 million downloads of its mobile app, making its partnership with Spring a significant opportunity to target luxury buyers through mobile.

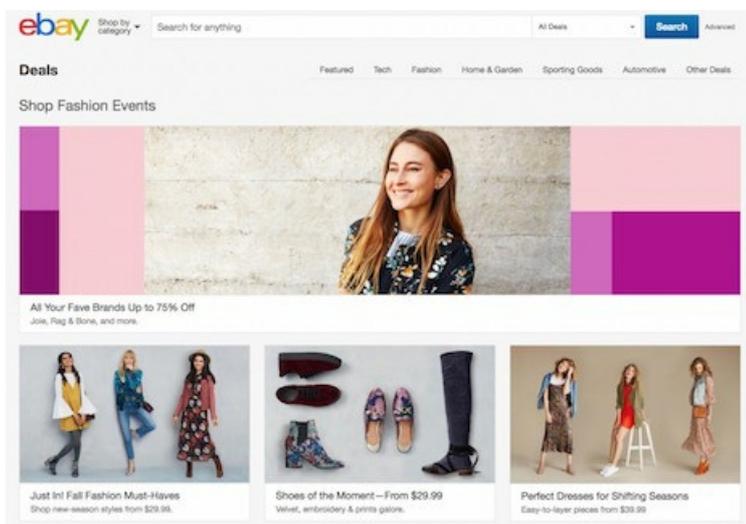
The online marketplace also claims that 81 percent of all products sold through eBay are new, meaning that the market for dedicated storefronts through eBay is much larger than common knowledge might suggest.

Luxury online

eBay has slowly been evolving itself from a simple platform for selling old TVs and even ingratiating itself further into the luxury market.

Two years ago, the platform began its first partnership with Sotheby's, marking its first step towards courting more wealthy customers.

Sotheby's and eBay partnered to develop a digital platform that enables consumers to easily browse artwork, antiques and collectibles. Through the partnership, eBay has granted its 145 million active buyers access to Sotheby's expertise, auction experience, artwork and collectibles while the auction site has made the bidding process easier through its seamless platform and payment solutions ([see story](#)).



Spring and eBay. Image credit: eBay

Earlier this year, eBay introduced a new program to help authenticate luxury goods sold through the site, continuing to further its appeal toward affluent customers.

While many luxury products are available for purchase through eBay, many consumers are wary regarding the authenticity of the goods. EBay looked to ease consumers' worries when buying luxury goods through its platform by launching a program in which sellers can opt in to have their products certified as authentic by professionals ([see story](#)).

With Spring, eBay is making one of its biggest moves towards establishing itself as a source for reliable luxury goods.

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