

RETAIL

EBay pushes sales of secondhand Herms, Louis Vuitton with authentication

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EBay is now offering handbag authentication. Image courtesy of eBay

By STAFF REPORTS

Online auctioneer and marketplace eBay is encouraging secondhand luxury handbag sales with the launch of an authentication service.

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At launch, eBay Authenticate is available for handbags priced at \$500 or more from 12 eligible brands, allowing sellers to have a third party verify the authenticity of their accessories. This service is poised to put pressure on other secondhand marketplaces and platforms, making eBay a more competitive player in luxury's growing circular economy.

Luxury legitimacy

Sellers wishing to take advantage of eBay Authenticate can select the option as they list their item. Eligible handbag brands as of press time are Louis Vuitton, Chanel, Herms, Gucci, Cline, Fendi, Dior, Prada, Goyard, Balenciaga, Valentino and Burberry.

While the service is typically only available for styles worth \$500 and up, eBay is expanding its authentication to handbags valued at \$250 and up for a limited time.

The seller then sends their handbag to eBay experts with a prepaid label. These individuals will authenticate, photograph, list, sell and ship the handbag to the buyer.

In return for listing and authenticating with eBay, the seller will receive 80 percent of the selling price. This is a larger portion of the sale amount than most luxury consignment sites offer.



EBay Authenticate. Image courtesy of eBay

For any bags sent in before Jan. 31, the seller will receive 90 percent of the purchase price.

Beyond sellers, eBay Authenticate also makes the marketplace more appealing as a place to buy luxury. Items purchased via the service are sold with a 200 percent money back guarantee, allowing them to shop with more confidence.

EBay boasts 171 million active buyers globally, who collectively purchase a handbag every 13 seconds.

"We're making it even easier for our buyers to shop quickly and confidently for luxury handbags," said Laura Chambers, vice president of consumer selling at eBay, in a statement. "With tens-of-thousands of high-end handbags currently available, eBay is primed to boost customer confidence in selling and shopping for an amazing selection of designer merchandise.

"We also believe our sellers will love this service, as it provides them with a white-glove service when selling luxury handbags," she said. "We're looking forward to expanding this program to other brands and categories next year."

While luxury fakes have long been an issue on the platform, its authentication aims to solve this issue, making eBay a more trusted environment for buyers ([see story](#)).