

APPAREL AND ACCESSORIES

## Rebag expands bricks-and-mortar presence with Madison Avenue opening

April 19, 2018



*Rebag buys and sells secondhand bags from designer labels. Image credit: Rebag*

By STAFF REPORTS

Secondhand handbag platform Rebag is making a permanent move into physical retail as it seeks to give consumers a seamless omnichannel experience.

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Rebag is opening a new location on New York's Madison Avenue while also turning its pop-up store in SoHo into a permanent flagship. As the secondhand luxury market continues to thrive, brands that established themselves in ecommerce are expanding into bricks-and-mortar to further their growth.

Selling secondhand

Rebag opened its SoHo pop-up less than six months ago at 390 West Broadway, marking its first foray into physical retail. Now, the brand is ramping up its retail footprint with an additional store at 575 Madison Ave. at 57th Street.

This storefront, designed by Red Antler, features Rebag's signature pastel yellow with fixtures in different textures and materials. Floor to ceiling windows provide views of the 350 handbags on display, welcoming passersby into what the brand has dubbed "Handbag Heaven."

Among the items available at the Madison store is an Hermès Himalayan Birkin made of crocodile dyed to resemble the mountain range. This bag style has seen auction and secondhand prices climb to more than \$100,000.



*Rebag on Madison avenue. Image credit: Rebag*

Meanwhile, SoHo will become Rebag's first flagship location.

Both stores offer a Rebag Bar where consumers can bring their designer handbags and get an appraisal and payment in an hour or less.

"We love to change people's minds," says Charles Gorra, founder and CEO of Rebag, in a statement. "With Rebag, our goal is to challenge the perception of the secondary marketplace while still making luxe accessible.

"The Madison Avenue store closely mirrors the brand's rich online experience, and introduces inviting sensory features to immerse people into the world of Rebag," he said. "People will walk into this store thinking they likely can't afford a beautiful designer bag. The magic is, with Rebag, they can."

Along with the store openings, Rebag is furthering its omnichannel strategy by unifying its existing ecommerce platforms. The company's buyer-centric site Trendlee will merge with Rebag, allowing consumers to buy and sell across Rebag's ecommerce site and mobile application.

The fashion market category that relies on consigning high-end apparel and accessories is witnessing a period of enormous growth, outpacing the full-price segment of its industry by 20 percent, according to a new report from Fung Global Retail & Technology.

The entire resale industry is expected to grow from \$18 billion in 2016 to \$33 billion by 2021. This data comes from retail think tank Fung Global Retail & Technology, which released the "Fashion Re-Commerce Update" report to dig into exactly how and why this sector has been taking off ([see story](#)).