

RETAIL

Reebonz brings mid-season luxury sale to South Asian audience

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Reebonz's mid-season sale begins May 16. Image credit: Reebonz

By STAFF REPORTS

Singapore-based online retailer Reebonz is rolling out a host of new events and products for customers as part of its mid-season sale.

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The retailer will hold a series of sales and deals on some of its most popular luxury brands as well as running robust social marketing campaigns to support the event. Reebonz is one of the biggest luxury platforms servicing South Asia.

"This season, we're taking a bolder approach to create more excitement for our shoppers," said Sharanjit Kaur, senior manager of global marketing, in a statement. "At Reebonz, we're constantly polishing our services to ensure the shopping experience is refreshed to meet the demands of our shoppers.

"From browsing on the Web site or app, to the consumption of relevant content, the Iconic Sale will combine all things eventful to amp up the adrenaline throughout the month," she said.

Mid-season sale

The luxury market in Asia, particularly in China, has been growing at an astonishing rate.

But there is comparatively less discussion of luxury in South Asia as in countries such as China, Japan and India.

However, South Asia has its own robust luxury market. Reebonz is one of the biggest online platforms for luxury consumers in the region, and it is celebrating the mid-season with a large sale of luxury products.



Reebonz CEO Samuel Lim. Image credit: Reebonz

Brands such as Marc Jacobs, Burberry, Lulu Guinness, Prada and Balenciaga will all be represented in the sale.

Reebonz has also created an editorial addition to the campaign, which will explore handbags and conversation makers from across the luxury business.

In addition to providing an entry point to aspirational consumers, luxury resale is finding a market among more traditional buyers.

Reebonz caters to affluent's increasing acceptance of secondhand goods, providing a comprehensive platform that delivers both new and used designer merchandise from brands such as Balenciaga, Prada and Fendi. Highly coveted handbag and jewelry pieces have been fetching record prices through ecommerce sales and auctions, reflecting consumers' desire to collect ([see story](#)).

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