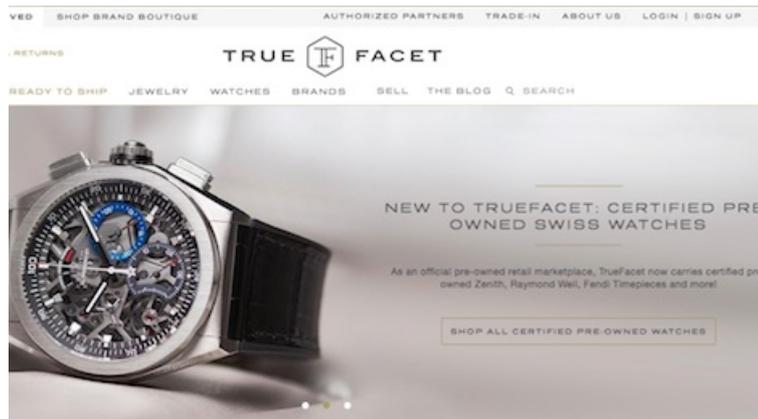


JEWELRY

TrueFacet brings brand-certified to pre-owned jewelry market

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TrueFacet extends certification to pre-owned goods

By BRIELLE JAEKEL

Online watches and jewelry marketplace TrueFacet will be ushering brand certification into the pre-owned ecommerce industry, working directly with heritage brands as houses seek more control in the secondhand market.

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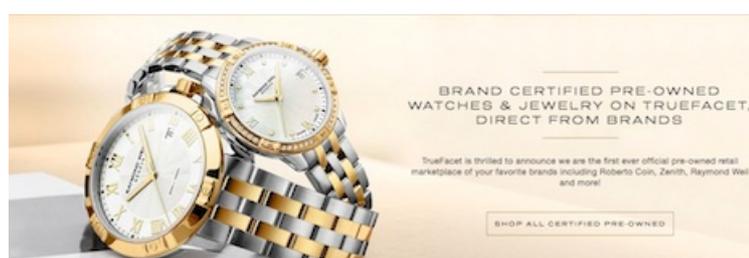
These certified pre-owned timepieces and jewelry will act as their own category, with seven brands signed on to give their official stamp of approval. The sales of these products will include the warranty from the original manufacturer.

"This is a watershed moment for our industry and is the first time luxury brands have embraced the certified pre-owned category," said Tirath Kamdar, CEO of TrueFacet. "For our partners, this is a huge opportunity for them to control their brand identity within the secondary market and reach a new and wider audience.

"For our shoppers, this is a significant announcement because it means they can now shop pre-owned styles that have been reviewed and refurbished by the brand directly and includes a manufacturer's warranty, giving them added peace of mind," he said.

Certified pre-owned

Zenith, Roberto Coin, Raymond Weil, Fendi Timepieces, Faberg, Frederique Constant and Ernst Benz are the first to sign on as official brands for TrueFacet's certification offerings.



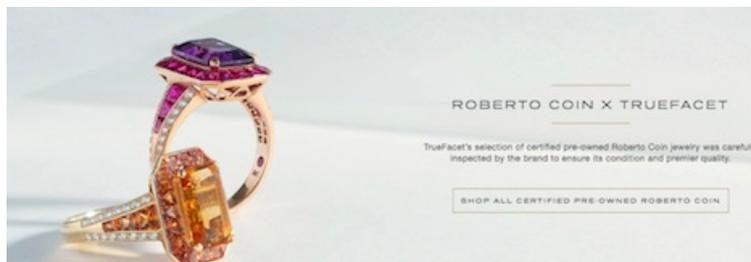
TrueFacet offers refurbished pieces

These pre-owned pieces will be offered directly by the brands. They will be officially refurbished and inspected, as well as come with a certificate of authenticity and a one-year warranty.

Features such as these allow for consumers to purchase without fear of being tricked by a third party.

As the pre-owned market grows, it is important for brands to get direct control over their products to help keep up their image.

Luxury brands also have the opportunity to connect with young consumers in the more affordable secondhand market. These shoppers could turn into lifelong customers once they come of age and have more expendable money for brand new high-end products.



TrueFacet hones in on the pre-owned market

TrueFacet claims that this is the first brand-authorized pre-owned online retail marketplace to offer jewelry and watches.

Pre-owned importance

TrueFacet has noted that its organic traffic rate has reached more than 40 percent, while its sales rate has grown 2.5 times year-over-year.

The company exhibited how consumers are showing a growing interest in pre-owned high-end jewelry with powerful growth in 2016 and 2017.

Sales of jewelry priced at \$25,000 or more on TrueFacet saw an 18 percent monthly growth last year. The platform also saw a 34 percent rise in the value of average orders ([see story](#)).

Panerai and A. Lange & Shne are among the watchmakers that deliver the highest return on investment on the secondhand market, according to consignment marketplace The RealReal.

In its "Upward Trends in Luxury Watch Resale at The RealReal," the secondhand seller analyzed mechanical watch purchasing trends on its platform. From its research, The RealReal has determined which brands are the most consigned and uncovered the buying patterns of millennial watch owners, information that may help watchmakers better understand the consumer segment ([see story](#)).

Given the strong interest in pre-owned jewelry, some brands are getting into direct secondhand sales. For instance, Swiss watchmaker Audemars Piguet is reportedly launching its own secondhand business, catering to the booming market for pre-owned luxury.

According to a report in [Reuters](#), the brand piloted secondhand sales at a store in Geneva with plans to roll it out to more of its Swiss locations this year. Audemars Piguet's strategy marks a potential shift in luxury resale, showing the potential for brands to own more of their products' lifecycles ([see story](#)).

"While we're all familiar with the brand-certified pre-owned programs in the automobile industry, TrueFacet's program is the first of its kind: we are the first-ever official partner for watch and jewelry brands, authorized to carry their brand-certified pre-owned merchandise," TrueFacet's Mr. Kamdar said.