

APPAREL AND ACCESSORIES

Rebag embraces on-demand economy via short-term ownership

October 11, 2018



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

By STAFF REPORTS

Secondhand luxury handbag seller Rebag is looking to make it easier for consumers to invest in high-end purses with the launch of a circular ownership program.

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With Rebag Infinity, consumers who buy a handbag can trade it in up to six months later to receive 70 percent or more of the original purchase price back in store credit. The goal is to allow women to consistently update their closets and stay on trend without long-term commitments.

Fashion cycle

Rebag notes that with handbag styles changing rapidly, it can be hard for consumers to decide on a particular design that they will want to keep for the long run.

As consumers trade in ownership for on-demand access in other areas of their lives, from music to cars, Rebag is embracing the change in consumer behavior with Infinity. The service is available to consumers through the reseller's Web site, mobile application and its bricks-and-mortar stores in New York ([see story](#)).



Promotional image for Rebag Infinity. Image credit: Rebag

"With Rebag Infinity we are facilitating an infinite cycle, where shoppers can reinvest their Rebag Credit endlessly and always carry the handbag of their dreams," says Charles Gorra, founder and CEO of Rebag, in a statement.

"Providing a predetermined resale outcome at the time of the initial purchase will influence consumers' buying decisions," he said. "Rebag continues to exist on the cutting edge of the transparent, instantaneous retail process."

Consumers are adjusting their perspective on ownership, leading to the rise of alternatives to traditional purchasing in the fashion and beauty categories.

The convergence of consumers' thriftiness and desire for sustainability is creating new models for consumption, such as rentals and secondhand marketplaces. In a webinar from Euromonitor, titled "The New Consumerism: Impact on Beauty and Fashion Industries," two of the research firm's analysts pointed out that brands in these categories need to regroup and deliver experiences and products that consumers are willing to pay for to remain competitive ([see story](#)).

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