

RETAIL

Reebonz seeks European shoppers with expansion

January 28, 2019



Reebonz is expanding into Europe. Image credit: Reebonz

By STAFF REPORTS

Southeast Asian luxury marketplace Reebonz is expanding its platform in Europe, after successfully bringing its business to the United Kingdom.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Founded 10 years ago in Singapore, Reebonz has primarily served clientele in Asia Pacific nations. Now, the company is branching out to 14 new European countries, drawing on its pre-owned offerings for differentiation in the markets.

European expansion

Reebonz sells both new and pre-owned luxury and fashion goods from brands including Balenciaga, Burberry, Valentino and Fendi. Among the brands featured on the platform are 50 Asian labels.

After focusing on the Asia-Pacific region for the last decade, the company is banking on the interest in pre-owned luxury among European consumers.

Including the United Kingdom, the company will now have a presence in 15 European countries, including Austria, Belgium, Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Luxembourg, the Netherlands, Spain, Sweden and Switzerland.



Reebonz deals in both new and pre-owned luxury. Image credit: Reebonz

Reebonz expects its investment in authentication and data to help it crack these markets. The company recently announced it is looking to more easily authenticate pre-owned goods with blockchain, tapping into the technology's traceability.

The Singapore-based company allows consumers and sellers to buy and sell both new and secondhand luxury goods. With blockchain, Reebonz anticipates being able to avoid counterfeits, amplifying its existing human authentication ([see story](#)).

"We are extremely excited to be launching in Europe, the mecca of fashion," said Lynn Ng, head of operations at Reebonz, in a statement. "With over 550 brands and over 170 luxury boutiques on board, this launch strengthens our vision of expanding our brand globally, and making luxury accessible to everyone.

"Europe is one of the largest and most dynamic ecommerce markets in the world and we hope to successfully build our reputation there," she said.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.