

APPAREL AND ACCESSORIES

Reebonz brings pre-owned Japanese luxury to Southeast Asia

March 8, 2019



Reebonz recently expanded into Europe and is now using blockchain. Image credit: Reebonz

By STAFF REPORTS

Southeast Asian luxury marketplace Reebonz is partnering with Japanese pre-owned luxury boutique Komeyho to bring Japanese secondhand merchandise to the former's platform.

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Consumers from around the world on Reebonz's platform will now have the option to purchase pre-owned items from Japan, as luxury resale becomes more ubiquitous. Komeyho is hoping to harness Reebonz's online strength to reach Southeast Asia.

"This partnership is exciting for both companies. Komeyho's early success during our Black Friday sales event last year, when they achieved over \$50,000 in sales in just a short period of time, showed the potential of what a broader partnership could bring," said Nupur Sadiwala, chief finance officer at Reebonz, in a statement.

"The next step for us is to continuously support their growth in sales across Asia Pacific," he said. "Furthermore, with the growing demand for authentic pre-owned luxury complemented by growing demand for new luxury products, we believe that this partnership will allow us to further deepen our eco-system strategy of offering the broadest selection of quality new and pre-owned luxury products."

Secondhand luxury

Komeyho operates a variety of bricks-and-mortar locations as well as its own Web site in Japan. But its partnership with Reebonz looks to focus on the Southeast Asia market to help expand its brand without added infrastructure.

Reebonz is continually adding new offerings to cater to modern shopping, which its secondhand merchandise mission is reflective of.

[View this post on Instagram](#)

#KOMEHYO #louisvuitton #louisvuittonlover #louisvuittonparis # #

A post shared by KOMEHYO() (@komehyo_official) on Jul 8, 2017 at 9:09pm PDT

Komehyo Instagram post

The Southeast Asian marketplace was also recently the latest high-end retailer to tap blockchain technology to make checkout easier for all consumers and heighten transparency.

Reebonz has signed a memorandum of understanding with blockchain technology provider VeChain, to instill blockchain from end to end. The retailer is hoping to become more transparent with its supply chain, using the technology to ensure its products are not replicated ([see story](#)).

"Following the decade-long success of Reebonz in Southeast Asia and Asia Pacific, we felt that this partnership will benefit both companies in the long run," said Shinji Kai, assistant general manager of IT at Komehyo, in a statement. "In addition to the opportunity for us to amplify our brand awareness, we believe that by working with Reebonz, we will be able to further improve our consistency in delivering authentic high-quality products to aspiring consumers across the region."

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