

RETAIL

Farfetch aims to extend fashion lifespan with resale program

May 13, 2019



Farfetch's Second Life aims to give handbags a longer lifespan. Image courtesy of Farfetch

By STAFF REPORTS

As luxury retail and resale continue to converge, ecommerce platform Farfetch is entering the secondhand market with a handbag trade-in program.

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

Farfetch Second Life accepts used lightly used handbags in exchange for store credit, enabling customers to both give their unwanted goods a longer lifespan and invest in more fashion. Increasingly, retailers are thinking about the life that products have after they leave the store, and they look to help consumers be greener by streamlining the secondhand process.

Resale recycling

Farfetch's program is currently focused on high-end designer bags from 27 brands such as Louis Vuitton, Givenchy, Saint Laurent, Loewe, Dolce & Gabbana and Chanel.

Handbags need to be in good condition, with only minimal wear such as small stains, faded hardware or minor scratches.

Consumers upload a photo of their bag to request a quote. Farfetch returns with a quote within two business days, and the consumer can then arrange a free pickup of their item.

Once the bag has been received and verified, the reseller gets the quote value as Farfetch credit within two business days.



Prada is among the brands accepted for Second Life. Image credit: Farfetch

Farfetch's Second Life is in partnership with a startup from its Dream Assembly incubator.

This initiative is part of the Positively Farfetch strategy that focuses on making fashion have an uplifting effect on people and the planet.

"Luxury fashion is increasingly aligned with sustainable fashion," said Giorgio Belloli, chief commercial and sustainability officer at Farfetch, in a statement. "Resale is an area of increasing interest for our customers.

"Like the online luxury market, the pre-owned luxury market is growing rapidly, and is likely to double in size to reach \$51 billion over the next five years," he said. "A luxury resale program like Farfetch Second Life, allows us to enter this market and test the demand of Farfetch customers for this kind of service."

Farfetch says it is working to bring the Second Life concept to more categories.

Retailer Neiman Marcus Group is furthering its interest in luxury resale with an investment in designer handbag and accessory consigner Fashionphile, its latest partnership with an upscale secondhand platform.

In light of the rapid growth of the high-end consignment market, Neiman Marcus has previously sought strategic relationships with resale retailers. However, its minority stake in Fashionphile marks the retailer's first investment in a secondhand luxury company.

Similarly to Farfetch's Second Life, Neiman Marcus is using the partnership with Fashionphile to enable customers to get an instant quote on their pre-owned goods. While Neiman Marcus will not be selling pre-owned goods through its channels, the quote service will enable shoppers to get money back and shop for new items from the retailer ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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