

RETAIL

EBay leans further into luxury with secondhand alliance

June 12, 2019



EBay is working with What Goes Around Comes Around. Image courtesy of eBay

By STAFF REPORTS

Online marketplace eBay is ramping up its secondhand luxury offerings through a partnership with high-end reseller What Goes Around Comes Around.

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Through the alliance, a series of limited-time curated collections will be available on eBay, with pre-owned merchandise from brands including Herms and Gucci. EBay has been working to position itself as a go-to platform for high-end fashion through programs and product availability.

"Our partnership with What Goes Around Comes Around offers buyers a special opportunity to shop a highly-curated selection of exceptional luxury pieces," said Renee Paradise, head of fashion at eBay, in a statement. "The first collection comprises one-of-a-kind items and coveted vintage pieces by Dior, Chlo and other labels.

"Bringing together the best of both brands - amazing, rare luxury inventory and the power of the global marketplace - our collaboration with What Goes Around Comes Around delivers an incredible selection of luxury, fashion, accessories and collectibles from around the world," she said.

Secondhand sales

The first collection from the partnership is dubbed "Peace, Luxe and Rock and Roll." What Goes Around Comes Around took inspiration from fashion's relationship with music, with merchandise that reflects cultural moments.

Keeping a level of exclusivity, the capsule will only be available on eBay through June 20.

To promote the partnership, eBay and What Goes Around Comes Around tapped It girls Theodora and Alexandra Richards for a campaign. The sisters are the daughters of Rolling Stones guitarist Keith Richards and supermodel Patti Hanson.

Both of these women have stayed in the family business. Theodora Richards hosts a music radio show, while Alexandra Richards is a DJ.



eBay and What Goes Around Comes Around tapped the Richards sisters for a campaign. Image courtesy of eBay

"We are beyond excited to begin our partnership with eBay, and to introduce our brand on their prodigious platform," said Seth Weisser, cofounder/CEO of What Goes Around Comes Around, in a statement. "For the past two decades, What Goes Around Comes Around and eBay have been the market leaders for the pre-owned vintage luxury space, which makes our collaboration a natural fit.

"The opportunity to offer our uniquely curated approach to reach eBay's incredible audience of international collectors is unprecedented, and our lifestyle product offerings from Chanel and Herms to Levis and true vintage are perfectly positioned to excite both brands' fans," he said.

This follows eBay's other recent luxury moves.

eBay previously expanded its authentication program to luxury watches, catering to the growing secondhand market for timepieces.

Launched last year, eBay Authenticate is aimed at giving shoppers peace of mind when buying high-priced goods on the marketplace by having items verified by professional authenticators. With this move, eBay is putting pressure on luxury-specific secondhand sellers as it looks to be an even greater part of the luxury resale market ([see story](#)).

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