

APPAREL AND ACCESSORIES

Rebag continues retail expansion with Miami store

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Rebag's Miami store. Image credit: Rebag

By STAFF REPORTS

Secondhand seller Rebag is extending its retail presence to the South with the opening of a boutique in Miami's Design District.

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Formerly an exclusively ecommerce business, Rebag is undergoing an aggressive push into bricks-and-mortar, planning to open 30 stores. This Miami addition marks Rebag's seventh store, joining locations in New York and California.

"We are thrilled to expand Rebag's retail footprint to the Miami community," said Charles Gorra, founder and CEO of Rebag, in a statement. "The city's vibrant culture and appetite for luxury is the perfect setting for Rebag.

"Miami has a global reach with customers visiting from all over the world," he said. "This new location, with its unique clientele will allow us to reach even more customers looking to both buy and sell luxury designer handbags."

Rebag at retail

The two-story Miami store includes features seen across Rebag boutiques, including a wall of Herms Birkin bags.

Through the Rebag Bar, shoppers can have a bag authenticated and consigned within 60 minutes.

Rebag tapped marketing firm Red Antler to design the store. Encouraging dwell time, an outdoor courtyard has seating in the brand's signature yellow.



Rebag's Miami store. Image credit: Rebag

Heralding the opening, Rebag commissioned a mural from street artist Andrea von Bujdoss, which features in the courtyard.

Rebag has been using ecommerce shopper data to determine its expansion plan, opening where there is high online adoption. The reseller's boutiques include a mix of free-standing stores and locations in upscale malls.

As it moves further into physical retail, Rebag has appointed Geronimo Chala as vice president of retail. Mr. Chala comes to Rebag with experience as managing director at CH Carolina Herrera and general manager at Tesla North America.

Rebag's retail expansion has been fueled by recent investments.

In February, Rebag completed a Series C funding round, bringing its total amount raised to \$52 million. This past funding round, Redbag was able to raise \$25 million in addition to its previous funding ([see story](#)).

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