

RETAIL

Reebonz expands anti-counterfeiting efforts in Asia

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Reebonz is working to ensure the authenticity of its products. Image credit: Reebonz

By STAFF REPORTS

Singapore-based luxury platform Reebonz is ramping up its pursuit of authenticity by joining an anti-counterfeit industry group.

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Reebonz is the first overseas retailer to join Japan's Association Against Counterfeit Product Distribution (AACD), which works to prevent and eliminate the production and sale of counterfeit and illegal goods. Fake luxury goods are a major concern for ecommerce retailers, particularly those in Asia.

Authentic luxury

The AACD's mission is to prevent the distribution of fraudulent goods so consumers have the peace of mind that they are purchasing authentic products. Member brands, including Reebonz, must comply with the group's strict guidelines for product handling.

Reebonz has already been proactive in ensuring the authenticity of its wares, by tapping blockchain technology to make checkout easier for all consumers and heighten transparency.

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

"We are extremely excited to be a part of the AACD and are proud to have successfully met their rigorous criteria," said Samuel Lin, cofounder/CEO of Reebonz, in a statement. "This membership is a strong testament to our commitment to providing a trusted platform, where consumers can buy and sell new and pre-owned luxury products with ease.

"Our new Sell Back Guarantee and Sell Catalog strategies have been important to our development, and we plan to continue to expand our offerings to make it ever easier for people to safely buy the best new and pre-owned products," he said.

This spring, Reebonz expanded its Sell Back Guarantee program to the United States, which establishes a set trade-in

price for products at the time of purchase. With shoppers knowing the secondhand valuation of an item before buying, it can help them make more confident choices about their investment in luxury ([see story](#)).

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