

RETAIL

## Reebonz extends global reach with eBay store

August 8, 2019



*Reebonz has launched on eBay. Image credit: Reebonz*

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By STAFF REPORTS

Singapore-based luxury retailer Reebonz is expanding its ecommerce presence with the launch of an eBay store.

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As part of its push to grow its base of Western clientele, Reebonz will be selling and shipping to customers in the North America, Australia and Europe. While Reebonz currently does business in these markets through its own ecommerce site, having a store on eBay could help the brand gain more attention from shoppers as they are searching for luxury goods due to the marketplace's reach.

### Localized luxury

In 2018, Reebonz expanded its platform in Europe, after successfully bringing its business to the United Kingdom.

Founded 10 years ago in Singapore, Reebonz has primarily served clientele in Asia Pacific nations. Last January, the company branched out to 14 new European countries, drawing on its pre-owned offerings for differentiation in the markets ([see story](#)).

Now, the retailer is expanding further into Europe and other Western markets with eBay.

Many of the 5,000 items available through Reebonz on eBay at launch are pre-owned luxury goods from brands such as Prada, Valentino and Fendi. The retailer is also selling new merchandise from luxury brands.

Product listings are showcased in consumers' local currency and translated into their language. Reebonz has also developed localized customer service.



*Reebonz sells both new and pre-owned luxury. Image credit: Reebonz*

Reebonz's eBay store will ship for free to the United States, Canada, Mexico, the United Kingdom, Australia and the European Union.

"We are extremely excited to launch our store on eBay," said Benjamin Han, cofounder/chief marketing officer of Reebonz, in a statement. "While we continue to focus primarily on Asia, it is very encouraging to be able to partner with eBay to provide a unique collection of products to their users, and expand our customer base globally.

"They are focused on providing authentic luxury products, which complements well with our core business," he said. "Expansion into regions such as North America and other non-Asian regions will allow us to better understand user buying preferences in other parts of the world, which will allow us to create a robust database of trends globally.

"Insights from this data will help in a many ways, including driving our pricing and margin optimization strategy, merchandising, and others. We look forward to an exciting partnership."

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