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APPAREL AND ACCESSORIES

Rebag adds to New York retail portfolio

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Rebag is now open in Long Island, NY. Image credit: Rebag

By STAFF REPORTS

Secondhand seller Rebag is continuing its bricks-and-mortar push with a new boutique on Long Island in New York.

As Rebag makes the shift from pure-play etail to omnichannel, it is strategically opening physical stores in areas with strong online adoption. The opening of Rebag in Roosevelt Field marks the brand's eight store, and fourth in New York.

"I am particularly excited for Rebag to open in Roosevelt Field as we continue to extend our physical presence outside of the immediate New York City area," said Charles Gorra, founder/CEO of Rebag, in a statement. "We always consider our customers when we plan our retail expansions, and are looking forward to making Rebag accessible to the Long Island community.

"We're especially thrilled to be part of the largest and most esteemed mall in New York," he said.

Retail expansion
Rebag is opening in Roosevelt Field's luxury space, which also houses luxury department store Neiman Marcus.

Described as a "Handbag Heaven," the store features a Rebag Bar where shoppers can have a bag authenticated and consigned within 60 minutes. Customers can also exchange an earlier purchase for at least 70 percent of the original price through Rebag Infinity.

The space, which was designed Red Antler and Small Office, also includes a wall of Herms Birkin bags.

Visitors will also be able to shop Rebag's online collection with the help of sales associates.

Rebag was initially an ecommerce-only platform. Image credit: Rebag

Rebag's new Long Island location is the first New York store outside of Manhattan. The brand also has a presence in southern California and Miami.

Rebag plans to have a retail footprint of 30 stores in the medium term, with a mix of standalone spaces and stores in major luxury malls.

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).