

RETAIL

## Rebag seeks to standardize secondhand valuations via technology

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*Rebag buys and sells secondhand bags from designer labels. Image credit: Rebag*

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By STAFF REPORTS

Secondhand handbag seller Rebag is looking to make the valuation process more transparent with the launch of an appraisal index designed to be universal.

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The Comprehensive Luxury Appraisal Index for Resale, or Clair for short, will be open to consumers, enabling them to weigh a purchase decision based on resale value or decide whether to sell a handbag they already own. Launched Oct. 24, this portal is intended to take some of the guesswork out of purchasing and selling, as well as assuaging some consumer concerns about consignment.

### Secondhand search

Clair is a proprietary software developed over the course of five years. The index includes 10,000 handbags across 50 brands.

Through the index, consumers can search for a bag they own or want to buy to get an automated resale value. The portal asks about the color and condition of a handbag, using a universal grading system to help determine how much Rebag is willing to pay for the bag.

For instance, an A handbag has been worn rarely and does not show any signs of use, whereas a handbag in good condition with visible wear receives a D.

There are no required commitments on the part of the consumer, enabling shoppers to search without pressure to buy or sell with Rebag.

### *Rebag's Clair experience*

"With more and more consumers contemplating the resale value of their luxury purchases, we've created a taxonomy that provides a more transparent way for consumers to shop more wisely," said Charles Gorra, founder/CEO of Rebag, in a statement.

"We've spent years gathering data and analyzing the luxury handbag market," he said. "Clair is our way of sharing

that knowledge with the world - and it's only the beginning."

Other secondhand sellers have sought to bring the valuation process into the conversation at point of purchase.

In 2014, online luxury consignment marketplace The RealReal compiled its data on resale value into a mobile application to help give consumers a better idea of selling prices for high-end goods.

The RealReal's "RealBook" app was described by the retailer as doing what Kelley Blue Book does for cars for fashion and accessories ([see story](#)).

While the RealBook app has since closed, The RealReal's main app has a pricing estimator to similarly calculate the value of possible consignments.

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