

RETAIL

Rebag embraces content marketing with The Vault

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Rebag is tuning to content marketing with The Vault. Image credit: The Vault

By LUXURY DAILY NEWS SERVICE

Resale platform Rebag is turning to a robust content strategy with the launch of The Vault, an educational guide spanning articles and videos.

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The Vault was developed by Rebag's in-house handbag and accessory experts. Guides, interviews and other features are meant to empower resale consumers to make more informed buying and selling decisions.

"The Vault has been nearly six years in the making," said Charles Gorra, founder/CEO at Rebag, in a statement. "Now, consumers are able to access all of the knowledge and data we've gathered over the years about luxury goods in one place.

"One of Rebag's main goals is to educate consumers and bring total transparency to the resale industry," he said. "The Vault is another step in that direction."

The Rebag Vault

The Vault launched with a wide range of published content ready for consumption.

The "Designer 101" series covers luxury brands including Gucci, Herms and Louis Vuitton as well as iconic handbags such as the Birkin and Chanel boy bag.

Rebag is publishing videos to accompany the written handbag guides. These feature the platform's experts discussing the history and showing off the construction and details behind luxury bags.

Rebag's ultimate Classic Flap 101 Guide

"Basics & Care" articles discuss caring for different handbag materials, proper storage and related subjects. Finally, The Vault's features include influencer interviews and other lifestyle content.

The Vault will also cover consumer and industry news, including trend analysis.

Rebag is also expanding into new categories beyond designer handbags, following a fresh round of funding to fuel

expansion.

The New York-based company now buys and sells accessories including sunglasses, scarves, shawls, charms and keychains, belts, gloves, hair accessories and hats, small home accessories, small leather goods and fashion jewelry. Brands traded include Herms, Chanel, Gucci and Louis Vuitton ([see story](#)).

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