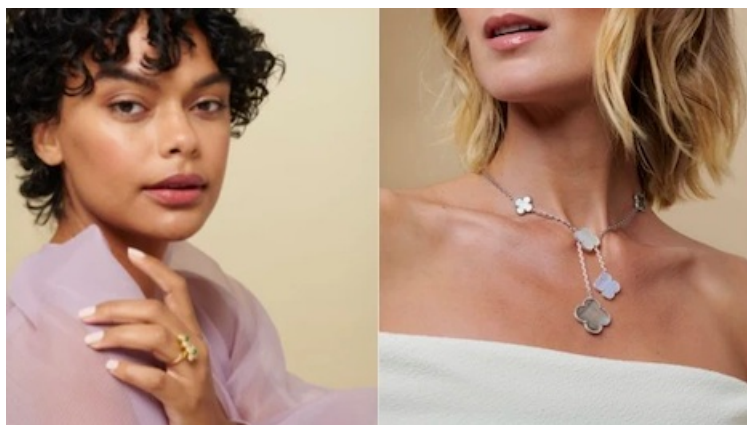


RETAIL

Rebag moves into watches, jewelry space as secondhand grows

October 29, 2020



Rebag is now buying and selling watches and fine jewelry from brands including Cartier and Van Cleef & Arpels. Image credit: Rebag

By LUXURY DAILY NEWS SERVICE

Resale platform Rebag is expanding its offerings, allowing shoppers to buy and sell watches and fine jewelry.

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Rebag originally launched as a consignment platform for luxury handbags in 2014, and has since moved into the accessories space as well. Secondhand shopping and resale are growing even during the pandemic, as consumers become more invested in sustainability.

"After successfully expanding into accessories earlier this year, our entry into the Watches and Fine Jewelry category is the natural next step for us," said Charles Gorra, founder and CEO of Rebag, in a statement. "We're excited to offer our customers a new category of items to invest in."

Expansion push

Rebag will be accepting and selling watches and jewelry from luxury brands including Rolex, Cartier, Patek Philippe, Hublot, Van Cleef & Arpels, Tiffany & Co. and more.

The platform has already launched related content on The Vault, its educational guide spanning articles and videos that launched this summer ([see story](#)).

Rebag's expansion into the watches and fine jewelry space comes just months after it introduced accessories including sunglasses, scarves, small leather goods and more to its platform ([see story](#)).



Rebag entered the accessories space in 2020. Image credit: Rebag

For all of the categories, shoppers can take advantage of the short-term ownership program, Rebag Infinity.

According to a new Deloitte study, 20 percent of consumers said they are likely to buy a pre-owned luxury watch in the next year ([see story](#)).

The COVID-19 crisis has also had a large impact on how consumer trends in sustainability and fashion consumption have evolved.

According to a BCG study, 82 percent of participants plan to purchase more quality items to keep for a long time once things return to normal post-pandemic.

Furthermore, 62 percent of consumers would be more willing to buy from fashion brands that partner with secondhand platforms, 48 percent of consumers purchased a pre-owned item from a newly discovered brand in the past year and 31 percent of secondhand sellers bought new luxury goods with the money they made selling pre-owned items ([see story](#)).

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