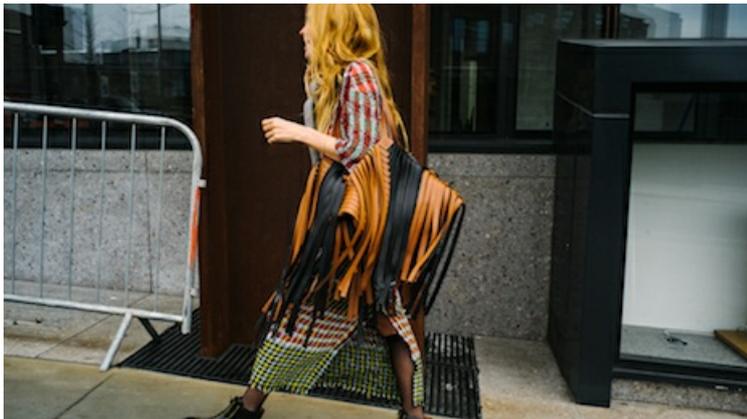


APPAREL AND ACCESSORIES

Farfetch introduces handbag trade-in program in US after success in Europe

November 18, 2020



Farfetch's Second Life aims to give handbags a longer lifespan. Image courtesy of Farfetch

By LUXURY DAILY NEWS SERVICE

Ecommerce marketplace **Farfetch** has at last launched a trade-in program for designer handbags in the United States.

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The introduction of Farfetch Second Life allows U.S. consumers to trade in their slightly used handbags for credit to be used towards future purchases on the site. This debut follows the success of the program's pilot launch in Europe last year, as more luxury retailers experiment with secondhand sales and consignment.

"After the successful launch of the Farfetch Second Life pilot program in the European market last year, we are excited to bring this service to our consumers in the U.S.," said Giorgio Belloli, chief commercial and sustainability officer at Farfetch, in a statement. "Like the online luxury market, the pre-owned luxury market is growing rapidly and is forecast to reach \$64 billion within the next five years."

How it works

Consumers who are interested in turning in their handbags can visit the Second Life website to hand in details and photographs of those they would like to sell.

Following a review, a price is offered within two business days. If accepted, the bag is sent for verification and no mailing costs are incurred.

Once the process is finished, Farfetch credits the consumer's account with the offered value, which they can use to purchase new items on Farfetch.

The initiative is part of the Positively Farfetch strategy that focuses on making fashion have an uplifting effect on people and the planet.

Farfetch's program in Europe has been focused on high-end designer bags from 27 labels such as Louis Vuitton, Givenchy, Saint Laurent, Loewe, Dolce & Gabbana and Chanel.

To trade in, the handbags must be in good condition, with only minimal wear such as small stains, faded hardware

or minor scratches.



Farfetch is working with Thrift+ to offer clothing donation services. Image credit: Farfetch

As well as taking advantage of the U.S. launch, Europeans will now be able to shop from local versions of the Farfetch Second Life website in German, Dutch, Spanish, French, Italian, Danish and Swedish.

In the last year, the company has introduced a series of campaigns to encourage sustainable shopping on top of Farfetch Second Life such as an extension of its secondhand offerings for shoppers through an alliance with donation service Thrift+.

The Thrift+ x Farfetch partnership allows U.K. consumers to give their unwanted fashion to charity in exchange for site credit, letting them do good and get rewarded at the same time ([see story](#)).

"We're thrilled to scale this model globally and are looking forward to expanding the categories consumers can give a second life to," said Thomas Berry, director of sustainable business at Farfetch, in a statement.

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