

RETAIL

Rebag launches mini-store in New York City

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Rebag buys and sells secondhand designer bagss. Image credit: Rebag

By LUXURY DAILY NEWS SERVICE

Resale platform **Rebag** has opened the Rebag Bar, a micro-version of its traditional store in a bid to extend its physical presence.

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Located in The Shops at Columbus Circle in New York City, the Rebag Bar is 180 square feet and open from Monday to Sunday. The new outlet's compact format offers secondhand shopping and the resale of luxury handbags at a time when consumers are becoming invested in sustainability.

"We are constantly seeking new ways to democratize luxury resale, and this micro concept will achieve exactly that," said Charles Gorra, founder and CEO of Rebag, in a statement. "The nimbleness of this new Rebag Bar format will enable a hyper-local and efficient roll-out, therefore maximizing convenience for customers."

Rapid growth fuels brand

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 customers become more interested in frugality.

Rebag's new compact store provides the same features as its traditional ones. Owners of luxury bags, jewelry and watches are still able to sell items within sixty minutes.

Rebag's 20,000-item large inventory is also available for purchase at The Rebag Bar digitally, and sales are conducted in a tailored way.



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

Since 2014, Rebag has opened retail locations in New York, Los Angeles and Miami. For shoppers not in New York, Florida, or California, buying and selling at Rebag is available via a mobile app and [rebag.com](https://www.rebag.com).

Rebag recently began accepting and selling watches and jewelry from luxury brands including Rolex, Cartier, Patek Philippe, Hublot, Van Cleef & Arpels, Tiffany & Co. and more ([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](#)).

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