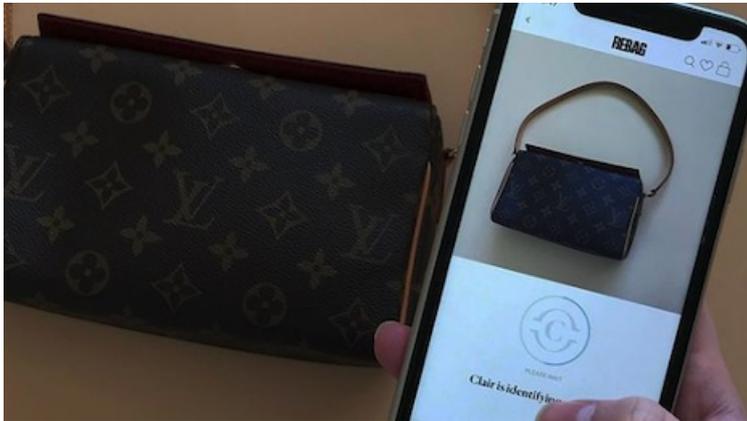


RETAIL

Rebag introduces AI app for resale quotes

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Clair AI can identify luxury handbags with 91 pc. accuracy. Image credit: Rebag

By LUXURY DAILY NEWS SERVICE

Resale platform Rebag has launched an artificial intelligence tool to empower consumers to learn the value of their handbags in seconds.

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Now available for download on iOS and Android devices, Clair AI is an extension of the platform's pricing tool. The mobile application also allows users to scan virtual representations of a handbag, giving consumers the ability to learn about an item's resale value before purchase.

"Clair AI will transform the luxury resale industry forever," said Charles Gorra, founder and CEO of Rebag, in a statement. "From now on, anyone can scan and access the resale value of a handbag instantly, without any prior industry knowledge."

Clair AI

In October 2019, Rebag introduced its Comprehensive Luxury Appraisal Index for Resale, or Clair for short. The portal is intended to take some of the guesswork out of purchasing and selling, as well as assuaging some consumer concerns about consignment ([see story](#)).

Now this same data is used for Clair AI, which provides the resale value of handbags from more than 50 brands. While the Clair suite's search and image submission options can offer resale value across all of Rebag's categories, Clair AI is only available for handbags at launch.

To receive a quote from Rebag, users scan a handbag on a neutral background via their smartphone camera. Clair AI will identify the label, model and style and generate a price.

Rebag calls Clair AI the world's first image recognition technology for luxury resale

Users can also use the app to scan a handbag seen in a store, on social media, television or even a magazine advertisement, helping consumer gauge which luxury handbags are worthwhile investments.

After consumers accept the Rebag quote, they can generate a free shipping label and ship their items. Shoppers can also drop off their goods at Rebag's retail locations in New York, Miami and Los Angeles.

"With Clair AI, we are building on our promise of always providing total transparency and simplicity for resellers," Mr. Gorra said. "Ultimately, we believe that accessible resale data points will redefine behaviors and move the luxury industry from a consumption mindset towards an investment one."

As COVID-19 continues to accelerate the growth of ecommerce, it is becoming even more beneficial for brands to ensure product authenticity.

During a webinar hosted by *Luxury Daily* on Feb. 3, panelists spoke about how the ecommerce boom continues to gain momentum as consumers remain drawn to its convenience and safety. Technology continues to be an imperative tool for brands in growing relationships and gaining trust with consumers ([see story](#)).

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