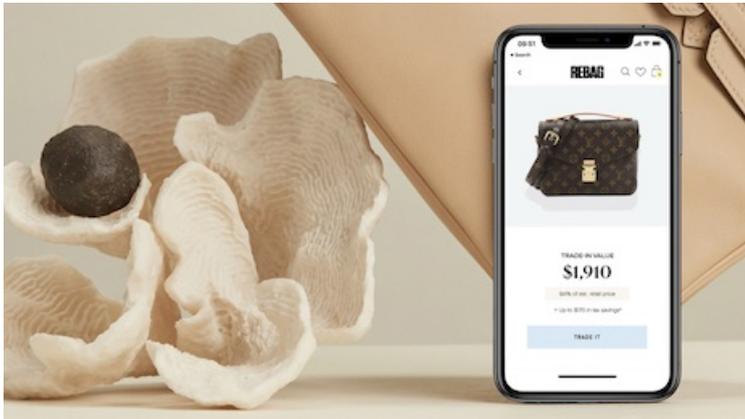


APPAREL AND ACCESSORIES

Rebag launches AI-powered trade service

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Rebag is launching a streamlined trade-in service. Image credit: Rebag

By LUXURY DAILY NEWS SERVICE

Resale platform Rebag is adding to its technology-powered services and streamlining its customer experience with Claire Trade.

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The software-powered, "instant trade-in" program allows shoppers to buy and sell items in a single, combined transaction. It is an extension of Claire AI, Rebag's pricing tool.

"For the first time in the resale industry, consumers will be able to generate a quote and immediately use it towards another purchase, while only paying the difference," said Charles Gorra, founder/CEO of **Rebag**, in a statement.

"The more you sell, the more you decrease the cart value and can shop guilt-free," he said. "With Clair Trade, Rebag is essentially pioneering negative checkout."

Claire Trade

Through Claire Trade, consumers can receive an offer for their luxury goods, put the value towards a new purchase and check out with one transaction, only paying the difference.

By subtracting the sales proceeds from the cart value, Rebag will reduce shoppers' out-of-pocket costs. It also simplifies two separate selling and buying flows into one process.

With the launch of Claire Trade, Rebag is offering a limited-time incentive of 25 percent for trade-ins compared to a standalone cash payout. This allows shoppers to maximize their proceeds.

In some markets, trade-in values may also be tax-free for additional savings for consumers.

How It Works



BUY THIS

Add your fave Rebag styles to your shopping cart



SELL THAT

Get Rebag Credit offers for your once-loved items



PAY THE DIFFERENCE

Check out and take advantage of credit and tax-free* incentives

Claire Trade combines buying and selling into one transaction. Image credit: Rebag

Claire Trade is available online and in-stores, where the transaction is completed in one process.

Online shoppers using the service will checkout for the combined trade and use a free shipping label or store drop-off location to send their items to Rebag. Once the items are verified and the value confirmed, the purchased piece will ship.

The trade program relies on Clair AI, which provides the resale value of handbags from more than 50 brands including Chanel and Louis Vuitton. 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 ([see story](#)).

"Clair Trade brings together our seven years of expertise as a leading luxury resale destination," Mr. Gora said. "It combines the immediacy of our pricing technology and our AI-recognition capabilities to create a unique and transformative resale experience."

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