

RETAIL

Rebag arrives in Greenwich with first Clair Corner

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Luxury consumers are becoming increasingly interested in resale and secondhand fashion opportunities. Image credit: Rebag

By LUXURY DAILY NEWS SERVICE

Resale platform Rebag is continuing its bricks-and-mortar push with a new outpost.

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Rebag's newest location is in Greenwich, CT, one of the most affluent areas of New England. The 2,100 square foot store located near other luxury favorites, including French fashion and leather goods brand Herms and department store chain Saks Fifth Avenue.

Rebag stores

The Greenwich shop joins other Rebag locations in California, New York and Florida ([see story](#)), and is the brand's first store in Connecticut.

"Greenwich has always been a shopping destination for local communities in Connecticut and New York; and since COVID-19, it has become even more popular due to a vast amount of New York City residents moving to the area," said Charles Gorra, founder/CEO of Rebag, in a statement.

"Opening a physical location in Greenwich is a natural next step, and builds on our retail strategy of penetrating local markets where our customers dwell, while serving as a convenient drop off point for sellers," he said.

[View this post on Instagram](#)

A post shared by Rebag (@rebagofficial)

The new Rebag store in Greenwich

The store marks the debut of the Clair Corner, which includes the Clair Concierge self-service kiosk for shoppers to receive an instant quote on goods they are interested in selling to Rebag. This is done in three simple steps through the Clair by Rebag software suite.

Visitors can also shop Rebag's entire online and in-store inventories, which include watches, fine jewelry and accessories. They can also take advantage of Clair Trade, completing the process within an hour.

Launched last month, Clair Trade is a 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.

Through this service, 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 ([see story](#)).

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