

RETAIL

Rebag launches Outlet inventory with deep discounts

August 31, 2021



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

By LUXURY DAILY NEWS SERVICE

Resale platform Rebag is looking to make luxury goods more accessible by introducing offerings of off-price designer items.

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Available on Rebag.com, the Rebag Outlet has a selection of pieces that are discounted from retail prices by up to 80 percent. The move may make the consignment platform more competitive in the crowded secondhand luxury space.

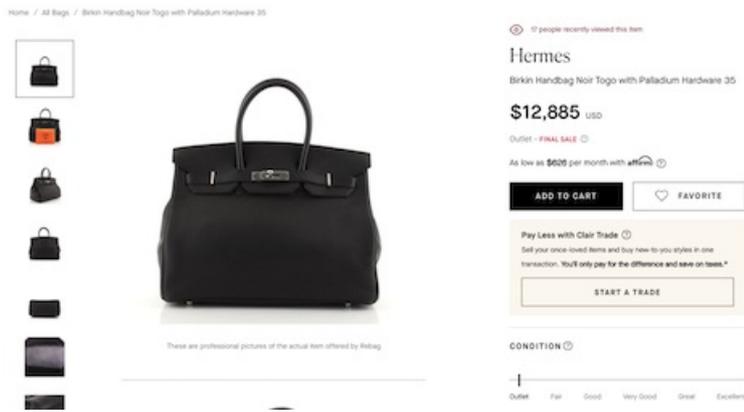
Outlet offerings

Launched on Aug. 31, Rebag Outlet includes handbags, accessories, watches and jewelry. Less than 750 pieces of Rebag's inventory of more than 22,000 items have received the "outlet" designation.

Similar to Rebag's full catalog, brands available through Rebag Outlet include Burberry, Chanel, Dior, Fendi, Gucci, Louis Vuitton and more.

Prices range from \$95 for Chanel sterling silver earrings to \$23,000 for a 18K white gold chronograph with a diamond dial and ruby accents from IWC Schaffhausen.

Several Herms Birkin bags are also available through Rebag Outlet, priced between \$9,000 and \$13,000, with noted imperfections such as scratched hardware, moderate wear and tear, loss of shape and more. By comparison, Herms Birkin bags rated to be in "excellent" condition are priced between \$20,000 and \$37,000 on Rebag.



An Hermès Birkin available on Rebag Outlet. Image credit: Rebag

Shoppers can filter Rebag Outlet selections by brand, price, percentage off retail and other parameters. All pieces in "outlet" condition are final sale and not eligible for returns.

Recently, Rebag has been focusing on its digital services.

In July, the platform launched Clair Trade, 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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