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## Yoox Net-A-Porter, Reflaunt debut luxury resale service

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*Yoox Net-A-Porter is aiming to contribute to a more sustainable, circular fashion and retail industry. Image credit: Yoox Net-A-Porter*

By LUXURY DAILY NEWS SERVICE

Online retail group **Yoox Net-A-Porter** has partnered with resale technology provider Reflaunt to launch a new luxury resale platform.

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The collaboration intends to draw on Net-A-Porter, Mr Porter and The Outnet's heritage of personalized customer service to encourage and enable shoppers to contribute to a more circular fashion industry through resale. The service will initially launch on Net-A-Porter, followed by Mr Porter and The Outnet in early 2022.

"Our customers are looking for fashion that is not only designed to last, but for ways in which it can go on to be re-loved," said Alison Loehnis, president of luxury and fashion at Net-A-Porter, Mr Porter and The Outnet, in a statement. "We are thrilled to partner with Reflaunt and offer our customers an effortless service that allows them to resell their designer pieces with ease.

"We see re-commerce as a true enabler to tap into greater product longevity by extending the lives of pre-loved purchases," she said. "This collaboration represents an exciting step in our long-term mission to drive the change at Yoox Net-A-Porter to a more circular fashion ecosystem."

### Reselling luxury

Beginning at the end of October, Net-A-Porter customers will be able to send any well-preserved, pre-loved designer items in their wardrobes to a new home in exchange for Net-A-Porter store credit.

In addition to the credit, customers may receive an extra 10 percent credit incentive or direct bank transfer once items have sold.



*Customers may send in pre-owned luxury items to receive Net-A-Porter credit. Image courtesy of Net-A-Porter*

Reflaunt's technology powers the customer journey to ensure that contributing to the circular fashion economy is seamless, offering complimentary services such as collecting products from the customers' home, digital product authentication, pricing recommendation and professional photography management.

Curated listings are uploaded on international marketplaces and orders will be fulfilled by Reflaunt partners. The new service will also launch an immediate buy-back option for designer handbags, giving customers the opportunity to receive store credit as soon as their item is accepted by Reflaunt.

The Net-A-Porter x Reflaunt service will be available first in the U.K., followed by the U.S., Germany and Hong Kong at a later date.

The new resale offer advances Yoox Net-A-Porter's commitment to "unlock re-commerce," one of 12 commitments within its **Infinity** sustainability strategy to 2030.

The strategy aspires to give luxury products multiple lives by bringing innovative re-commerce experiences to customers across its four online stores by 2025.

In August, the retailer partnered with payment provider Klarna to offer luxury shoppers a breadth of pay later options.

With the collaboration, Yoox Net-A-Porter's 4.5 million customers now have the option to utilize Klarna's signature pay later and pay in three- and four-installment services ([see story](#)).

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