

RETAIL

Herms, Chanel, Louis Vuitton handbags remain most valuable in resale market

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Louis Vuitton's Twist handbag. Image credit: Louis Vuitton

By KATIE TAMOLA

Resale platform Rebag has released its findings that for the second year in a row, handbags from French luxury labels Herms, Chanel and Louis Vuitton retain the most brand value on the resale market, with their historic legacies and brand control playing a role in their success.

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Rebag's [Clair Report 2021](#) further elaborates on the value of disparate luxury brands in the resale market, noting how the top three brands fared alongside other brands like Bottega Veneta, that continue climbing in the ranks. The report also addressed which watchmakers and jewelry brands held the highest value in the resale market, with Van Cleef & Arpels, Rolex and Carter at the top of the list.

"Over the past year, the retail landscape has dramatically shifted", said Charles Gorra, CEO and founder of Rebag, in a statement.

"With the Clair Report, we aim to lift the lid on what forces are fueling the future of luxury," he said. "We hope these insights will enable further transparency in the luxury market at large, expand the product life cycle, and create more circularity."

Rebag calculated the average percentage of value retained compared to retail pricing for handbags, accessories, fine jewelry, and watches with data pulled from its appraisal index, Clair.

Reporting the most valuable

Herms, Chanel, and Louis Vuitton remained at the top of the list of most valuable brands, with Herms handbags reigning first, retaining an average of 90 percent of their value.

Louis Vuitton handbags followed, retaining an average of 80 percent of their value, an increase of 17 percentage points from last year's report. Chanel handbags kept 75 percent of their value on average, increasing 12 percentage points from 2020.

The founder of Rebag talks about brands that are continuing to thrive in the resale market

Chanel raised its prices three times in the past two years, with some handbag styles increasing in cost as much as 15 percent. The French label also limited supply on the primary market, with specific styles being nearly impossible to acquire through walk-ins and available only through pre-sale.

The combination of price increase and decreased inventory led to the rise of Chanel pricing on the secondary market. The styles that had the highest value retention were the 19 Flap Bag, the Coco Top Handle Bag and the Classic Double Flap Bag Quilted Caviar Medium Bag.

Louis Vuitton can also attribute its rise to several price increases and the limiting of certain styles. The more luxury brands seem to strategically raise their prices and restrict their supplies, the more the appetite for luxury grows.



The BV Jodie Hobo bag from Bottega Veneta. Image credit: Rebag

One brand that has consistently climbed the ranks of most valuable is Bottega Veneta, as its average value retention has grown from 28 percent in 2019 to 50 percent in 2021. The styles that had the highest value retention were the Cassette Belt Bag, the BV Twist Bag and the BV Jodie Hobo bag.

Pivoting to timepieces and fine jewelry, Van Cleef & Arpels pieces retain an average value of 95 percent of their retail value, while Rolex timepieces retail 82 percent of their retail price. Watches and fine jewelry by Cartier averaged 74 percent of their retail value on the resale market.

Accessories also play a vital role in the resale market, with the cardholder holding the highest retention value, retaining an average of 102 percent above their retail value. Pochettes arrive in second place and cosmetic cases in third, maintaining 87 percent of their initial retail price and 82 percent of their primary market value, respectively.

Louis Vuitton accessories maintain 92 percent of their value and Saint Laurent comes in second, averaging 80 percent of their value at resale. Chanel also keeps 79 percent of their value on average.

Retail with surging resale

Circularity and sustainability continue to permeate the luxury fashion sphere, as brands are repeatedly introducing or fostering resale offerings, verticals and marketplaces.

Between the COVID-19 pandemic and various environmental crises, consumer interest in sustainable fashion consumption has dramatically evolved, launching the resale market into hyperdrive.

What originated as hand-me-downs or thrift finds, secondhand fashion is now making waves within the luxury space as brands and retailers such as Gucci, Alexander McQueen and Mytheresa invest in consignment and rental platforms. As sustainability continues to drive the industry and its consumers, circular fashion is poised to stick ([see story](#)).

Earlier this month, Online retail group Yoox Net-A-Porter partnered with resale technology provider Reflaunt to launch a new luxury resale platform.

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 ([see story](#)).

Rebag is continuing to expand, offering consumers cyclical fashion ranging from handbags to accessories, jewelry and more.

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 ([see story](#)).

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