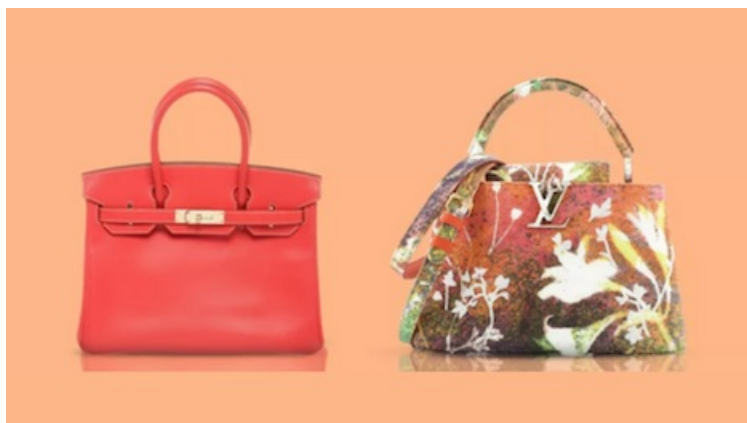


RETAIL

EBay debuts archive auction as demand grows for luxury handbags

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The archive auction includes handbags from Louis Vuitton and Hermès, among others. Image credit: eBay

By KATIE TAMOLA

Online retail platform eBay has launched its first luxury handbag archive auction, catering to consumers hoping to secure some holiday finds.

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The auction, which runs through Nov. 20, includes rare and limited-edition pieces from brands including Chanel, Louis Vuitton and Hermès. All goods are verified by eBay's authenticity guarantee service, reflecting growing interest in secondhand luxury.

"We're excited to be curating a first-of-its-kind auction featuring some of the most coveted, unique and authentic luxury handbags all in one place," said Tirath Kamdar, general manager of luxury at eBay, San Francisco.

"Particularly at a time when the perfect holiday gifts are more out of reach than ever due to global supply chain disruptions, eBay's Archive Auction is a vault-like shopping event that pulls from eBay's unparalleled inventory of rare and hard to find items, whether it's limited-edition Chanel, archive-worthy Louis Vuitton or hardly seen Hermès."

The ever-sought handbag

A recent [report](#) from eBay found that 33 percent of luxury shoppers say the ability to find rare and vintage items is why they choose to shop pre-owned, while 31 percent are driven by access to exclusive products.

Over the past two years, brands including Louis Vuitton, Chanel, Gucci and Saint Laurent were the most sought handbag brands on the platform.

During the current [Archive Auction](#), bids started at 99 cents.



Hermes also has offerings listed in the auction. Image courtesy of eBay

Handbags available as of Nov. 15 include the Hermès red leather Birkin 30-centimeter satchel bag; the Louis Vuitton Sam Falls Artycapucines bag; a Louis Vuitton monogram tennis racket cover; the Gucci velvet burnout monogram Dionysus shoulder handbag in dark blue and a Chanel classic quilted patent leather jumbo single flap handbag.

Other brands featuring offerings in the auction include Bottega Veneta, Supreme, Fendi and Christian Dior.

"The Archive Auction is giving shoppers easy access to some of the hardest to find handbag styles, all in one place, and is the perfect way to score an amazing gift for loved ones or track down that must have' item for yourself as we head into the holiday season," Mr. Kamdar said.

The online platform is also spotlighting its current [luxury gift guide](#) with promotions available through Nov. 18.

Offerings include watches, handbags, jewelry and more from brands including Rolex, Omega, Louis Vuitton, Chanel, Cartier and others.

EBay's luxury push

Many brands, retailers and online platforms recognize the ever-present desire for handbags, with eBay at the top of the list.

In June, eBay expanded its "Authenticity Guarantee" to luxury handbags, as its high-end categories continued to show growth.

As of June 2, new and pre-owned handbags from 16 luxury brands sold for more than \$500 are professionally authenticated. The program was initially launched in fall 2020 for luxury watches and sneakers ([see story](#)).

In August, eBay called on all luxury handbag experts with a contest featuring vending machines.

On Aug. 12 and 13, eBay placed luxury handbag machines in Brooklyn and Los Angeles, where shoppers had the chance to compete for a high-end pieces. Handbag lovers who live outside of Los Angeles and New York were also invited to go to eBay's Instagram or Twitter to enter a contest to acquire a bag ([see story](#)).

It is no wonder that eBay is currently unveiling handbag-centered events and promotions as the holiday season looms, as this sector continues to bring the platform big business.

"In North America, four handbags are sold on eBay every minute, with an average of 1.5 million daily handbags listings," said Mr. Kamdar.