

RETAIL

## Rebag launches first rewards, loyalty program

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*Rebag is giving back to its customers. Image credit: Rebag*

By LUXURY DAILY NEWS SERVICE

Luxury resale platform Rebag is looking to give back to its customers as it launches its first loyalty program.

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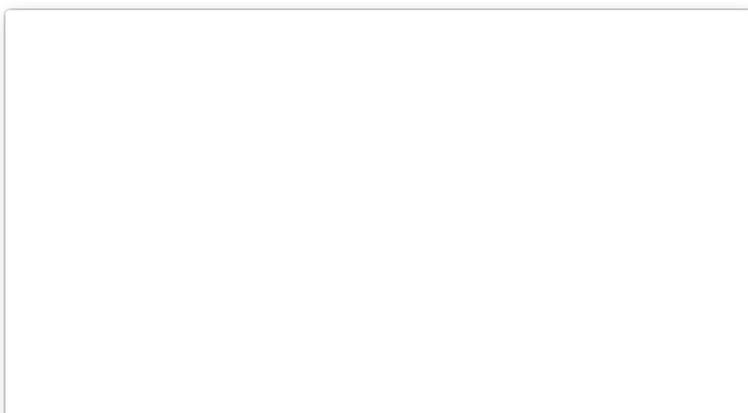
Rebag Rewards is a multitiered loyalty program offers different incentives based on the amount a customer trades, sells and buys over time, broken down into four levels: bronze, silver, gold and diamond. In addition, members may earn points that can be redeemed and used toward future purchases.

"Since we began, our vision has been to fuel the circular economy and facilitate a sustainable cycle for luxury goods," said Charles Gorra, CEO and founder of **Rebag**, in a statement. Our new program is built to support that by rewarding existing and incentivizing new resale buyers, sellers, and traders alike."

### Rebag Rewards

Customers who have traded, sold or purchased at least \$500 in merchandise with Rebag are automatically enrolled in the program, which has a free membership.

Members' tiers and perks are based on lifetime transactions with Rebag and will remain active for members who transact at least once in the preceding 12 months.



[View this post on Instagram](#)

A post shared by Rebag (@rebagofficial)

They earn one point for every dollar transacted, which can be redeemed at checkout. Every 1,000 points provide a \$20 value towards purchases, and members must have a minimum points balance of 1,000 to redeem.

When it launches, Rebag will give all customers that qualify for Rebag Rewards 2,500 points, or \$50, to introduce them to the program.

Members can earn rewards on [rebag.com](https://rebag.com), at one of their nine retail locations and through the Rebag app.

Pre-owned items can be sold within one hour when users leverage Rebag's upfront payment offering, or buy and sell an item in a single, combined transaction through Rebag's recently launched AI service Clair Trade ([see story](#)).

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