

RETAIL

Rebag opens new location in Miami's Brickell City Centre

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Rebag buys and sells secondhand bags from designer labels. Image credit: Rebag

By LUXURY DAILY NEWS SERVICE

Luxury resale platform Rebag is expanding its brick-and-mortar presence in the United States with its new Miami storefront.

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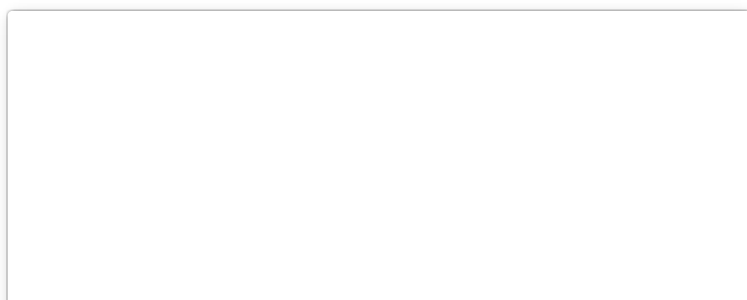
The new location in downtown Brickell City Centre provides residents and visitors a dynamic location highlighting a wide range of luxury handbags, fine jewelry watches and small leather goods. With the new opening, Rebag will be strengthening its physical presence while continuing to utilize and provide helpful technology to consumers for seamless trading and purchasing experiences.

"We are thrilled to further expand our retail presence in Miami, contributing to the city's supercharged luxury retail experience," said Charles Gorra, founder/CEO of **Rebag**, in a statement. "Consumers in downtown Miami will enjoy an elevated in-store shopping experience that fuses transparency and flexibility with personalized services."

Miami Birkin walls

Miami's Brickell City Centre is recognized as a hub of international finance, dining and entertainment, making Rebag's new store a chic addition to the environment.

The new location includes an offering present in every Rebag store: the beloved Herms Birkin wall. The store also features a "Clair Kiosk," which utilizes the Clair by Rebag software allowing consumers to receive an instant price quote on an item they are looking to sell.



[View this post on Instagram](#)

A post shared by Rebag (@rebagofficial)

Birkin bags are in high demand, and Rebag is always ready to deliver

Consumers can also sell items within 60 minutes through Rebag's upfront payment offering or buy and sell an item in a single, combined transaction through Rebag's new service Clair Trade.

This is the ninth physical location for Rebag, joining other stores in California, New York, Connecticut and Florida. Miami is also home to Rebag's Dadeland Mall store location.

The platform also recently launched its first rewards program.

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 ([see story](#)).

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