

RETAIL

Moda Operandi collaborates with Rebag for exclusive edit

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Moda Operandi editors curated a selection from Rebag. Image credit: Moda Operandi

By LUXURY DAILY NEWS SERVICE

Online luxury retailer Moda Operandi is teaming with resale platform Rebag in a new effort that seamlessly melds the primary and secondary markets.

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The Moda Operandi x Rebag partnership is promoting an exclusive digital trunk show offering the former's clients access to more than 115 of Rebag's offerings. To support the partnership, video, editorial and photo content will be shared on both Rebag and Moda Operandi's social media channels.

"We are thrilled to be partnering with Moda Operandi to further expand our online retail and shopping experience and reach new audiences within the luxury space," said Charles Gorra, founder/CEO of **Rebag**, in a statement.

"Consumers will be able to shop the most exceptional handbags in our expertly-vetted inventory, particularly rare designer styles.

What to expect

The partnership's edit will feature luxury handbags including offerings from Herms, Chanel and additional brands, all selected by Moda Operandi's buyers from Rebag's inventory of more than 30,000 items.

Standouts include a Bleu Frida Herms Kelly, an Ombre Metallic Chanel Classic Single Flap and a limited-edition Louis Vuitton Sac Coeur.



An ombre Chanel handbag from Chanel. Image credit: Rebag

The "Moda Archive x Rebag" trunk show is being hosted on Moda Operandi's [website](#) starting today. The curated collection is only available for one month.

Rebag is not the only secondhand luxury seller to partner with a retailer on curated offerings.

Luxury handbags and footwear curated by Fashionphile are now available through department store chain Neighborhood Goods' ecommerce platform and three physical locations. Fashionphile's offerings online with Neighborhood Goods include handbags from Christian Dior, Celine, Chanel, Louis Vuitton and Gucci, as well as footwear and home accessories ([see story](#)).

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