

RETAIL

## Rebag fosters loyalty with new auction service

April 28, 2022



*Rebag is introducing a new auction vertical. Image credit: Rebag*

---

By LUXURY DAILY NEWS SERVICE

Luxury resale platform Rebag is launching its auction vertical, offering a new way for consumers to obtain coveted luxury pieces.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

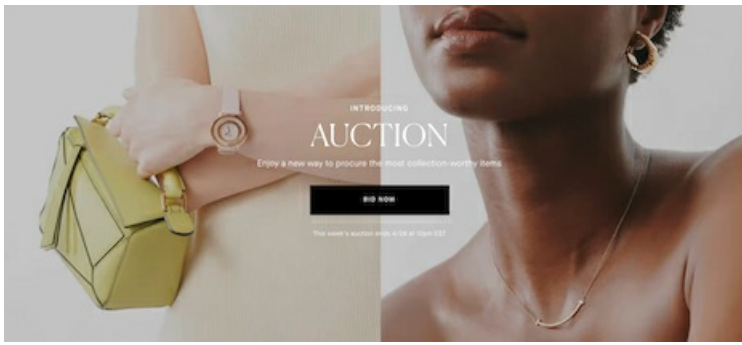
Rebag will be listing its 2,000 latest arrivals into two auction cycles every week. During certain times beginning next week, Rebag Rewards members will also be invited to VIP Auction, where bidding is only open to them.

"We are thrilled to be launching Auction to redefine what is considered a collectible in the luxury resale space," said Charles Gorra, founder and CEO of **Rebag**, in a statement. "Given the scale of our platform, we are now able to launch Rebag Auction to optimize liquidity for our customers, while giving them access to highly coveted pieces in the most exciting way."

Going, going, gone

Beginning next week, from Monday 8 a.m. to Tuesday at 5 p.m. EST, Rebag Rewards members can participate in VIP Auction, where bidding is only open to them. Following that event, all users will be invited to bid on remaining items until Thursday at 11:00 a.m.

Following the two auction cycles, the collection will then be made available for immediate purchase on [Rebag.com](https://www.rebag.com) and at its physical stores.



*Rebag Rewards members are invited to participate in VIP Auction. Image credit: Rebag*

Through the introduction of Rebag Auction, the platform is aiming to foster both consumer engagement and brand loyalty.

Implementing a hint of competition, the platform is hoping consumers will be eager to access weekly new arrivals and compete with other luxury shoppers to obtain items from more than 50 of the world's most beloved brands.

Contrary to other platforms, Rebag will not be charging a buyer's fee, and users can also benefit from setting a maximum bid and allowing the platform to automatically bid on their behalf. Consumers who win an auction will be able to checkout for 48 hours using various forms of payment, including credit cards and Affirm financing, in addition to Rebag Credit and Rebag Awards.

They will also be invited to use the Trade option, selling luxury items they own in the same transaction so as to maximize savings.

The pieces expected in Rebag Auction include Herms tricolor Kellys and Kelly Cut Pochettes, Louis Vuitton Since 1854 Capucines, sequined Chanel flaps and Audemars Piguet Royal Oak timepieces.

The announcement of Rebag Auction follows the platform's recent collaboration with online luxury retailer Moda Operandi.

Earlier this month, Moda Operandi is teaming with resale platform Rebag in a new effort that seamlessly melds the primary and secondary markets.

The Moda Operandi x Rebag partnership promoted an exclusive digital trunk show offering the former's clients access to more than 115 of Rebag's offerings ([see story](#)).

---

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.