

RETAIL

## Fashionphile debuts new authentication center, showroom in New York

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*Fashionphile has a new authentication center and showroom. Image credit: Fashionphile*

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By LUXURY DAILY NEWS SERVICE

Secondhand luxury seller Fashionphile has opened a 60,000-square-foot authentication center and showroom in New York, its latest push into bricks-and-mortar.

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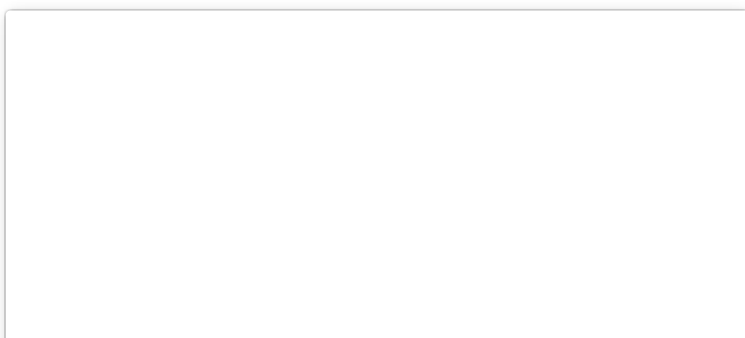
The new space aims to offer consumers insight into the world of resale while they will also be able to shop. Shoppers will be able to experience and shop pre-owned items from brands including Herms, Chanel, Louis Vuitton and Rolex.

"After more than two decades of tremendous growth, Fashionphile is thrilled to expand our operations to the East Coast and open a corporate authentication center and showroom for our customers in the heart of New York City," said Ben Hemminger, CEO of **Fashionphile**, in a statement. "We pride ourselves on providing best-in-class service to our customers, and this move enables us to expand our capabilities even further as the leading re-commerce company for ultra-luxury accessories."

Wide open spaces

Shoppers who visit the new space will not only be able to shop from coveted luxury brands but also receive an inside look as to how Fashionphile authenticates and processes its offerings.

Other brands available for purchase include Prada, Cartier and Patek Philippe, among others.



[View this post on Instagram](#)

A post shared by FASHIONPHILE (@fashionphile)

*The new showroom is located in New York's Chelsea neighborhood*

In addition to authentication, the space will house the company's operations including shipping, receiving, warehousing, a photo studio and "The Cage."

"The Cage" will home up to \$15,000 luxury handbags and accessories, including the largest collection of Hermès Birkin bags in the world, in a climate-controlled storage area.



*"The Cage" will hold the largest collection of Hermès Birkin bags in the world. Image credit: Hermès*

The center also plans to hold eight procurement offices where customers can sell their items.

Located in the Starrett-Lehigh building, the showroom is now open by appointment only. It is Fashionphile's first additional corporate presence in New York after the company's Madison Avenue showroom opening in 2018.

Several brands and retailers continue noticing the appeal of the secondhand market and collaborations with leaders within it.

Last year, Texas-based department store chain Neighborhood Goods partnered with Fashionphile as it expanded into circular fashion.

Luxury handbags and footwear curated by Fashionphile became available through Neighborhood Goods' ecommerce platform and three physical locations. Founded in 2018, Neighborhood Goods carries a rotating mix of local and upscale brands, including DSTLD, Hudson, Joe's Jeans, La Linge and Hook & Albert ([see story](#)).

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