

WATCHES AND JEWELRY

Ebay teams with GIA to extend authentication service to fine jewelry

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Bulgari is one of several luxury jewelry brands that have been featured on eBay. Image credit: eBay

By LUXURY DAILY NEWS SERVICE

Online retail platform eBay is reassuring consumers, expanding its "Authenticity Guarantee" to fine jewelry.

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Working with the Gemological Institute of America (GIA), eBay will now be providing the service to eligible new and pre-owned fine jewelry that is being sold for more than \$500. The offering is set to expand to soon include several luxury brands including Tiffany & Co., Bulgari and more.

"Jewelry has always been a popular category on the marketplace, and its growth shows how consumer demand is only increasing," said Tirath Kamdar, general manager of luxury at eBay, in a statement.

"As we continue to listen to our community of luxury enthusiasts in order to foster an even more trusted shopping and selling environment, expanding Authenticity Guarantee to jewelry was a crucial next step for our luxury business."

Finer things in life

In applying its authentication service to its jewelry vertical, eBay now offers the guarantee for five sectors, also including sneakers, watches, handbags and trading cards.

The online retail platform ostensibly felt the service needed to be expanded to jewelry as the sector's sales continue growing. Sales of Bulgari, Van Cleef & Arpels and David Yurman showed double-digit growth month-over-month in May of this year and eight pieces of fine jewelry were bought every minute on eBay in 2021.



eBay is collaborating with GIA to support the marketplace's authentication in this category. Image credit: eBay

Working with GIA in applying its authenticity service to fine jewelry, eBay hopes to bolster confidence in consumers to continue shopping for these items.

By the end of this year, jewelry authentication will be applied to all eligible listings and identified brands on eBay.

The online retail platform continues diversifying its offerings.

In April, eBay proved its motor vertical is propelling towards the luxury space, with offerings and events that highlight just how far certain vehicles can go.

Not only does eBay Motors have a wide range of external, internal, lighting parts, steering and suspension pieces and more that can be used for vehicles, but consumers can also use the platform to buy luxury vehicles from coveted brands including Tesla, Lamborghini and Cadillac. Earlier this year, the platform held its inaugural New York Auto Parts Show which showcased re-concept cars from renowned auto builders and American actress Sydney Sweeney ([see story](#)).

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