

RETAIL

## Rebag reaches for off-price audiences with resale store opening

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*A rainbow wall of Birkin bags at Rebag's Los Angeles boutique. Image credit: UncoverLA*

By LUXURY DAILY NEWS SERVICE

Luxury resale platform Rebag is expanding its retail footprint by introducing a new, strategically placed bricks-and-mortar store.

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The luxury accessory reseller adds the country's largest discount shopping destination to a running list of now ten physical locations across California, Connecticut, Florida and New York. With over 350 stores, and an estimated 23 million visitors annually, Rebag's new retail concept at the Sawgrass Mills shopping center in Sunrise, FL, the outlet mall opening targets luxury consumers looking for a bargain.

"We are thrilled to further expand our retail presence in Florida, offering a new set of consumers our unique luxury shopping experience," said Charles Gorra, founder and CEO of **Rebag**, in a statement.

"South Florida tourists and locals alike will enjoy an elevated in-store shopping experience that fuses transparency and flexibility with personalized services," he said.

Data-driven acquisitions

Rebag's latest location touts over 1,700 sq ft of retail space.

Rebag's store stock will include its standard pre-owned luxury items, including handbags, accessories, footwear and select apparel from a wide range of designers.



*Sawgrass Mills, located in Sunrise, FL, is a property of Simon Property Group, Inc., the largest owner of shopping malls in the United States. Image credit: Simon Property Group*

The retailer's signature Rebag Bar, which centers its image recognition and pricing trademarked tool Clair AI, will feature modern fixtures and ample seating. Detailed touches like a graphic wall, which will feature campaign imagery a graphic wall, and interior decor in warm wood tones with upholstered cream furniture, will greet new customers and loyalists alike.

Though its first resale store, Sawgrass Mills has ensured Rebag is among good company, with names like Balenciaga, Brunello Cucinelli, Fendi, Gucci, Moncler, Prada, Saint Laurent and Valentino taking post at the outlet mall.

Rebag continues its data-drive approach to store openings with its new Florida location, as it eyes additional undertakings for its portfolio moving forward. According to a statement from the brand, Rebag's increased retail footprint will include both standalone stores, as well as a continued presence in major luxury malls.

Rebag's offroad path towards a lucrative future involves its intelligent leveraging of its outlet peers' power, used to increase its own foot traffic and sales, evidence of the fac that the off-price segment's success can no longer be ignored.

Off-price retailers are a fast-growing segment of the fashion industry according to McKinsey's "Mastering Off-Price Fashion in an Omnichannel World" report, which reflects that the off-price segment grew faster than the entire fashion market in 2020, and will likely grow five times between 2025 and 2030 ([see story](#)). Though both under the resale umbrella, the popularity of off-price is catching up to its adjacent consignment counterpart.

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