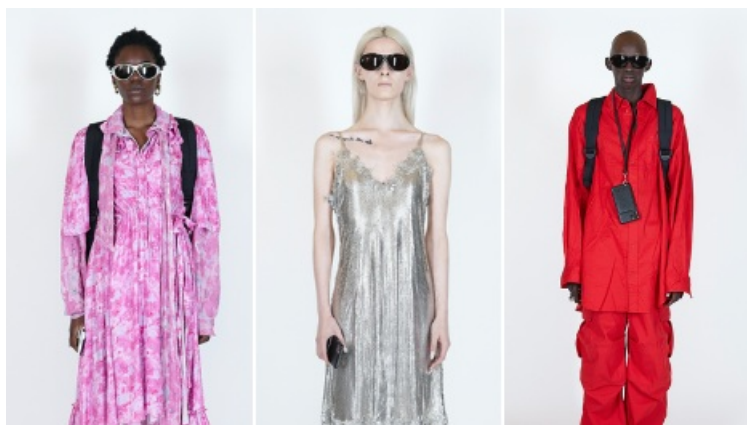


APPAREL AND ACCESSORIES

Balenciaga goes circular with new resale service

September 27, 2022



The new service allows consumers to resell ready-to-wear, shoes, bags, accessories and small leather goods from Balenciaga. Image credit: Balenciaga

By LUXURY DAILY NEWS SERVICE

French fashion house **Balenciaga** is reducing, reusing and recycling with an excitingly sustainable new program.

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Collaborating with circular technology platform Reflaunt, Balenciaga is inviting consumers to sell their previously worn apparel and accessories from the house. Consumers will be able to drop off their items at participating Balenciaga locations or schedule their items for pick up, where they will be photographed and listed for sale.

How it works

The new service allows consumers to resell ready-to-wear, shoes, bags, accessories and small leather goods from Balenciaga. In order to be sold, items must present in excellent condition.

All pieces from any of the brand's collections will be accepted, including those purchased from outlets.



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Once the products have sold, consumers can choose how to receive payment, and if a shopper elects payment in the

form of a Balenciaga voucher, they will receive an extra 20 percent reimbursement.

Items that are not eligible to be resold within the program include swimwear, beachwear, lingerie, tights, socks, hair accessories, counterfeit items, items that have not been acquired legally, items with a hygiene or health risk, items in an exotic material, products with offensive imagery and tailored products.

Reflaunt's service is currently available in London, Paris, Beverly Hills, New York, Singapore, Milan and Rome.

For complimentary pickups, consumers can go to [Balenciaga.com](https://www.balenciaga.com). The in-store drop-offs are available at several global locations.

The year has served as one of innovation and expansion for the French fashion house.

In August, Balenciaga announced it was ready to enter India's market.

Inking a deal with Reliance Brands, the subsidiary of Reliance Retail Ventures will be Balenciaga's solitary partner in India, its second partnership with a Kering brand. Balenciaga is slated to debut in India mid-2023 ([see story](#)).

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