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Amazon Luxury Stores, What Goes Around Comes Around launch preowned luxury channel

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Louis Vuitton, Chanel, Hermès, Fendi, Saint Laurent and more are now available on Amazon by way of the new ecommerce partnership. Image credit: Amazon

By LUXURY DAILY NEWS SERVICE

Ecommerce giant [Amazon](#) is adding many of luxury's most recognizable names to its platform.

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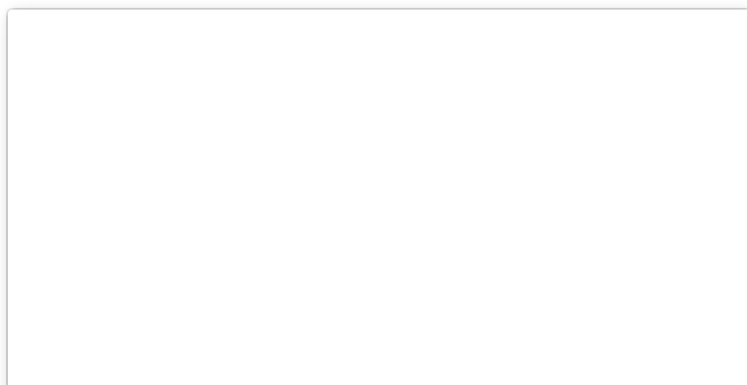
Louis Vuitton, Chanel and Hermès are just a few of the names now available via Amazon Luxury Stores, by way of a new ecommerce partnership with renowned reseller What Goes Around Comes Around. The online storefront has launched with pre-loved bags, jewelry and watches, and small accessories including scarves and wallets.

Amazon Luxury Stores doubles down

What Goes Around Comes Around is Amazon's first vintage reseller.

Now, Amazon backs the consignor's in-demand inventory with its advanced shipping capabilities, with which it hopes to draw the luxury consumer in.

An expanded customer base is met with much appeal on What Goes Around Comes Around's end. In return, the online retailer receives a bit of the coveted cache that has fueled its partner's popularity among high-end shoppers.



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A post shared by Luxury Stores at Amazon (@amazonluxurys...)

Other brands listed online include Gucci, Fendi and Saint Laurent, among others.

Amazon's latest announcement builds on the foundation of previous partnerships between reseller and digital entity.

In 2019, online marketplace eBay ramped up its secondhand luxury offerings through a partnership with the high-end reseller.

Through the alliance, a series of limited-time curated collections were made available on eBay, with pre-owned merchandise from brands including Herms and Gucci. EBay has also worked to position itself as a go-to platform for high-end fashion through programs and product availability ([see story](#)).

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