

RETAIL

Rebag rewards sellers for internal spending with Rebag Wallet

December 8, 2022



Rebag streamlines its selling process with the Rebag Wallet seller tool. Image credit: Rebag

By LUXURY DAILY NEWS SERVICE

Handbag reseller Rebag is streamlining its selling process with the Rebag Wallet seller tool.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The platform will use the tool to allow sellers to be paid via centralized earnings and seller funds. Rebag is also offering perks to those who retain earnings in their Rebag Wallet for more than a month called Premium Payouts.

"We heard the requests from our seller community to find innovative ways to maximize their payouts, especially in the current macroeconomic environment," said Charles Gorra, founder/CEO of Rebag, in a statement.

"We are so excited to pioneer the launch of these ground-breaking tools that not only incentivize our sellers but also promote a more circular economy," he said.

"In addition to Rebag Wallet, both Premium Payouts and Spending Bonus will enhance brand loyalty by significantly rewarding clients who remain within the Rebag ecosystem long term and reinvest their payouts.

"We continue to be at the forefront of the intersection of tech and resale, and we hope these new features emphasize to our customers just how much we value them."

Pay off

Rebag continues to advance its technology to improve the usability of its site, bringing in more sellers.

The trading platform already uses Clair AI technology to price items listed on the site, giving sellers the tools to sell their pieces at prices that reflect their actual value. It is the first use of the technology in the resale space.

The new seller tools are a continuation of this push toward seller education and benefits.

The Rebag Wallet will act as a holder for sales earnings, points and Rebag Credit. This will help sellers and users of the platform to evaluate their success on Rebag, and establish their financial standing. All earnings from sales will be fully available in this space once the sale is finalized and complete.

The new Premium Payouts addition will incentivize people to use the Wallet, giving tracking power and perks to

those who store all earnings in it.

Earnings that are kept within the system will grow by 1 percent every month for up to a year. Sellers can take out their funds at any time, and will not be charged for taking it out early.

Those who choose to spend earnings on something within the **Rebag** site will be rewarded with a 10 percent Spending Bonus, adding value to their funds and allowing them to purchase more.

These perks are designed to keep sellers spending on the platform, rather than on exterior sites or at other retailers, signaling a push for platform-specific currency to retain customers.

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.