

RETAIL

EBay launches B2B luxury resale channel

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The peer-to-peer resale site's newly-launched "Certified by Brand" program is currently available to brands and buyers located in the U.S. Image courtesy of eBay

By LUXURY DAILY NEWS SERVICE

Online retail platform eBay is expanding access to secondhand luxury goods with the introduction of a new service.

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Opting out of its traditional business model, the peer-to-peer site's newly-launched "Certified by Brand" program is currently available to brands and buyers located in the U.S. By way of this B2B channel, eBay will work with brands and brand-authorized sellers directly, offering shoppers access to new, certified pre-owned, limited-edition or exclusive "only on eBay" inventory.

"Certified inventory in the resale market is an undeniable opportunity for brands and authorized retailers, and eBay is the ideal partner for those looking to scale," said Tirath Kamdar, global general manager of luxury at eBay, in a statement.

"eBay's Certified by Brand program broadens access to both buyers and brands to shop and sell luxury goods with confidence and certainty."

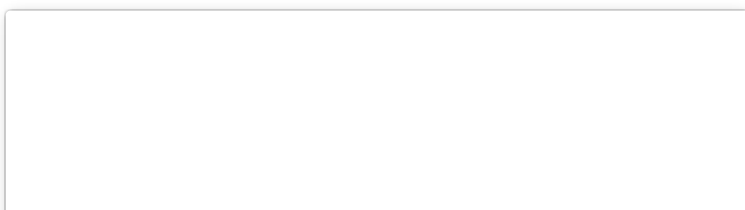
B2B dealings

As the secondary market for premium and luxury goods grows, so too does eBay's active buyer base of 133 million.

In fact, the reseller's luxury watch, handbag, jewelry and sneaker categories have shown roughly double-digit annualized growth since Q4 2019.

Thus, as luxury brands become privy to the consumer appetite for high-end secondhand stock, many are seeking to remain competitive, tapping experienced partners in the process of establishing a presence in the resale space.

This is where eBay's Certified by Brand service slots in.



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A post shared by eBay Watches (@ebaywatches)

Associated listings feature one of two labels. "Direct from Brand" badging signifies that the new or pre-owned inventory shown comes directly from the brand's manufacturer or has been previously authenticated by the brand.

Conversely, a "Brand-Authorized Seller" tag implies that the seller has been authorized by, and supplied inventory from, the brand.

According to the reseller, the program involves "watches, handbags, and fine jewelry from a growing roster of luxury's foremost brands." Russian watchmaker Konstantin Chaykin, Swiss dive watch company Zodiac Watches and family-owned jeweler Le Vian are among the first names enrolled.

Besides gaining unparalleled access to data and consumer insights from eBay's global network of buyers, brands will maintain full control over secondary market brand inventory elements such as pricing, as well as brand equity and image.

While brands and authorized sellers will continue rolling out in the U.S. over the next few weeks, eBay shares that more luxury labels are slated to join the Certified by Brand program over the next year. The platform also plans to bring the blueprint into other markets in time.

An issue of growing concern to buyers ([see story](#)), the Certified by Brand program is backed by eBay's existing Authenticity Guarantee.

Launched in the US market in 2020, the feature authenticates eligible watches, handbags, jewelry, sneakers and trading cards, at no additional cost to the buyer or seller.

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