

RETAIL

## Pre-owned 'Authenticity Guarantee' now covers streetwear on eBay

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Searches for "streetwear" on eBay are up 100 percent year-over-year. Image credit: Zegna

By LUXURY DAILY NEWS SERVICE

Online retail platform eBay is making a data-informed decision to scale a popular credentialing program.

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The company has expanded its Authenticity Guarantee service moving forward, experts can ensure the genuine nature of new or pre-owned streetwear items bought and sold for more than \$200 in the United States. As of April 2023, searches for what is now eBay's sixth resale goods category protected by the certification were up 100 percent year-over-year across the platform.

"eBay has pieces from nearly every notable streetwear drop that's ever happened whether in 1993 or 2023," said Garry Thaniel, global general manager of sneakers and streetwear at eBay, in a statement

"We've heard loud and clear from our enthusiast community that they want to be able to come to eBay to buy and sell apparel in the same seamless way that they can sneakers," Mr. Thaniel said. "With the launch of Authenticity Guarantee for streetwear, we're delivering on that ask."

Street cred

The announcement sees the Authenticity Guarantee addition joining watches, jewelry, handbags, trading cards and sneakers in receiving verification.

At the time of launch, Aim Leon Dore, BAPE, Fear of God, KITH, Palace, Stone Island, Supreme, Vetements and Off-White ([see story](#)) are the lineup of starter brands eligible for consideration.



*Streetwear brands like the recently reshuffled Off-White will soon be joined by luxury brands like Dior and Fendi to be included in the certification program. Image credit: Off-White*

Streetwear items aligning with the aforementioned conditions will be inspected and certified by eBay authenticators at a company facility in New Jersey. The professionals examine the physical state of the pieces, as well as any attached tags and packaging, granting passing garments a fastened tag and QR code that can be scanned to track documentation.

Afterward, the product will be sent to the buyer at no expense to either party.

Come September 2023, streetwear from luxury brands such as Balenciaga, Burberry, Dior, Fendi, Givenchy, Gucci, Louis Vuitton, Prada and Versace will also be eligible. Shoppers can head to [eBay.com/streetwear](https://www.ebay.com/streetwear) to browse the secure selection.

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