

RETAIL

# Launching mobile consignment bus, eBay takes Jenna Lyons' closet on tour

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Hitting the West Coast this week, the mobile consignment concierge gives visitors a new way to sell and shop for luxury accessories. Image credit: eBay

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By LUXURY DAILY NEWS SERVICE

Online retail platform eBay is rolling out a secondhand shop on wheels.

The company is introducing a limited-time mobile consignment concierge, calling the branded bus the "Luxe Line." The concept, which gives visitors a new way to buy and sell preloved luxury accessories, will hit two West Coast cities this week with items from American fashion designer and television personality Jenna Lyons' closet in tow.

"Our consignment service is designed to help remove the typical barriers to selling pre-owned items," said Tirath Kamdar, global general manager of luxury at eBay, in a statement.

"The Luxe Line gives sellers and shoppers a way to test out our new service in real life with the same trusted experts that eBay works with for the online experience."

## LA to Las Vegas

After launching consignment services in September ([see story](#)), eBay is bringing the show on the road: the company's latest project, Luxe Line, will be stationed in Los Angeles from Dec. 13 - Dec. 14, moving to Las Vegas for one day only on Dec. 16.

Open to the public, guests can bring designer handbags in new or pre-owned condition from a list of eligible brands such as Burberry, Chanel, Dior, Gucci, Hermès, Loewe, Louis Vuitton, Miu Miu, Prada, Saint Laurent, Valentino and Versace.

On-site, clients can enjoy direct access to experts who will help appraise, photograph and consign selects. Those looking to browse can peruse a curated array of purses, as well as watches and jewelry, each sourced from eBay luxury resellers myGemma and Linda's Stuff.

Coveted items from the wardrobe of Ms. Lyons the ex-creative director of J.Crew-turned-*Real Housewives of New York* star and CEO of cruelty-free lashes brand LoveSeen has partnered with eBay to promote Luxe Line are also available for purchase.



*Ex-J.Crew creative director Jenna Lyons has partnered with eBay to promote Luxe Line. Image credit: Cass Bird/eBay*

"My closet is bursting with the collection of handbags I've amassed over the past 20 years, and eBay's consignment service has made it easy to give these bags new life in someone else's collection," said Ms. Lyons, in a statement.

"eBay's Luxe Line will feature some special finds from over the years, including a red Celine Luggage Tote," she said. "My very first Phoebe Philo purchase, the bag was well loved and now she's ready for her next chapter!"

Those who want to browse her accessories but cannot make it to the event in person can secure some of the lineup at [ebay.com/JennaLyons](https://www.ebay.com/JennaLyons) via auction. All proceeds go to Doctors Without Borders, an NGO providing humanitarian medical care worldwide.



*Ms. Lyons' Celine Red Leather Luggage Handbag, Miu Miu Two-Way Boston Bag and Louis Vuitton Black Epi Leather Keepall are available for purchase online at auction and aboard the Luxe Line. Image credit: eBay*

Today in LA, the Luxe Line stops at 1525 Abbot Kinney Boulevard. from 11 a.m. to 1 p.m., moving to Santa Monica's Brentwood Country Mart at 225 26th Street from 2 p.m. to 5 p.m. On Thursday, the bus arrives at 209 Larchmont Boulevard in the city from 10 a.m. to 1 p.m., before heading to 8493 Melrose Ave. from 2 p.m. to 5 p.m.

This stretch of the tour ends in Las Vegas, as Luxe Line reaches 1980 Festival Plaza Dr. from 10 a.m. to 4 p.m. this weekend. More information on eBay consignment can be found at [ebay.com/ebay-consignment](https://www.ebay.com/ebay-consignment)