

RETAIL

EBay expands authentication services for pre-owned fine jewelry

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Products from Mikimoto and Herms are now eligible for the program. Image credit: Mikimoto

By LUXURY DAILY NEWS SERVICE

Online retail platform **eBay** is bulking up its Authentication Guarantee service.

The secondhand seller is announcing that, for new and preowned luxury jewelry pieces sold for \$500 or more, a number of additional luxury brands are now eligible for verification, a process completed by experts at GIA (Gemological Institute of America). Products from French fashion and leather goods house Herms and Japanese jewelry Mikimoto are now covered by the policy.

Verified vintage

According to eBay, global searches for “vintage jewelry” on its platform were up 90 percent last December when compared to inquiries made in January 2023.

The digital retailer is responding to this surge in interest by expanding the bounds of its Authenticity Guarantee.

With more labels eligible as of Jan. 11, jewelry from the two aforementioned brands, as well as accessories from U.S. designers Effy, Lagos, Mastoloni and Vera Wang, will be inspected by the team at GIA before getting shipped to purchasers from here on out.



EBay added fine jewelry to its program in 2022, beginning with luxury brands like Bulgari and Van Cleef & Arpels. Image credit: eBay

Designs from newly added brands play right into some of the most popular searches and products on eBay, as trending styles fold into the verification program.

In December 2023, the total volume of jewelry items sold on eBay featuring South Sea pearls, the same ones Mikimoto has become known for, was up by double digits.

During the same period, the number of searches on eBay for princess cut, emerald cut and radiant cut stones also increased by double digits globally. Effy, a new addition to the service, offers these styles.

Though this is the latest effort on the part of the platform to boost the Authenticity Guarantee perk, last year saw plenty of resale activity.

In the summer of 2023, eBay began authenticating streetwear for the first time ([see story](#)). In the fall of last year, consignment finds worth at least \$500 entered the discussion ([see story](#)).

Fine jewelry was initially added to the program in July 2022.

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