

COMMERCE

Fashionphile acquires preowned luxury distributor

March 18, 2024



The Montreal-based wholesale distributor specializes in authenticated, high-end goods. Image credit: Fashionphile

By LUXURY DAILY NEWS SERVICE

Secondhand luxury seller Fashionphile is striking a deal with a fellow preloved platform.

The company is signing an acquisition agreement with **Two Authenticators Inc.** (2a), a vintage-luxury, omnichannel retailer based in Canada. The contract will allow Fashionphile to scale its global wholesale and omnichannel operations to meet rising demand.

“We continue to be excited about the opportunity to diversify our omnichannel operations and enter the secondhand wholesale market in the U.S. and internationally,” said Ben Hemminger, cofounder and CEO of **Fashionphile**, in a statement.

“By acquiring 2a and adding Fred Mannella to our team as one of the world’s leading luxury vintage experts, we are well positioned to enter this new phase of growth as we look to provide trusted, authenticated, branded accessories to all sectors of the growing market for secondhand luxury.”

Another B2B buy

Following a tough week for luxury ecommerce ([see story](#)), Fashionphile has purchased 2a’s assets.

The Montreal-based wholesale distributor specializes in authenticated, high-end goods. Founded in 2021 to uplift secondhand prestige products and the industry’s B2B operations in Canada and the United States, the company is known for its pricing, validating and grading expertise when it comes to certification.

Our FASHIONPHILE experts are skilled in the science of authentication, inspecting every detail of each item before they are listed on our site

Read more on our authentication: <https://t.co/L7F5TyGBJpic.twitter.com/u8ZUbChnOx>

FASHIONPHILE (@fashionphile) **March 7, 2024**

2a now has 20 partners spanning physical stores, omnichannel retail and ecommerce.

Once the acquisition is complete, teams from operations and sales will be onboarded at Fashionphile. Fred Mannella, cofounder and CEO of 2a, will also join, becoming the senior vice president of wholesale at the acquirer and reporting directly to Mr. Hemminger.

Mr. Mannella is the former cofounder and chief development officer of omnichannel, preloved-luxury accessories retailer LXRandCo., Inc. (LXR).

Fashionphile acquired that business as well somewhat recently, in autumn 2023, when LXR announced closure due to insolvency ([see story](#)). Like 2a, the company, founded in 2010, focused on B2B and authentication.

Obtaining its intellectual property and inventory, Fashionphile's purchase further pushed its journey to expansion on a worldwide basis.

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.