

RETAIL

# MyGemma opens Manhattan showroom

May 31, 2024



*Clients can now make appointments to partake in one-on-one shopping sessions at the company's 535 Fifth Avenue headquarters. Image courtesy of myGemma*

---

By LUXURY DAILY NEWS SERVICE

Luxury resale platform myGemma is doubling its offline shopping options.

Having already opened its offices in the U.K. to private appointments, a new showroom is officially live at the retailer's Midtown East headquarters in New York City. Clients can head over for one-on-one sessions to browse authenticated items from the likes of French fashion house Chanel, Swiss watchmaker Rolex, French fashion and leather goods house Herms, French jewelry maison Cartier and French fashion house Louis Vuitton.

"Having a physical location [showroom] for customers to see the product in-person before purchasing is a natural extension of our online and livestream shopping offerings, without entering the quagmire of physical retail," said Andrew Brown, CEO of myGemma, in a statement.

"In 2023, we created a dedicated live-streaming team, which has seen great success," Mr. Brown said. "Our new New York showroom takes us one step further into omnichannel."

"This showroom is just a taste of the myGemma experience as we work towards launching a downtown showroom location in 2025."

## From digital to physical

At the showroom, customers can try out a curated assortment of secondhand apparel and accessories in person.



*Drinks are provided on-site at the showroom. Image courtesy of myGemma*

Having brought its inventory to the physical world before, partnering with eBay on a mobile consignment bus concept last year ([see story](#)), myGemma's latest launch allows for on-site buying, selling and trading-in with the guidance of luxury experts.

Exclusive discounts and VIP services a la carte refreshments made from Louis Vuitton and Chanel cocktail shakers and priority access to new products and sales are just two of many are included as part of the experience.

Taking a tactic from the direct sales book, myGemma is inviting retailer, concierge and marketplace partners to host shopping parties at the Manhattan hub, inviting their network in-store and earning commissions when purchases are made. Trunk shows are also on the table, soon to come to the 535 Fifth Avenue touchpoint, open Monday through Friday from 9 a.m. to 5 p.m.

Appointments can be scheduled [online](#). The team is using the current space as a precursor to other bricks-and-mortar projects.



*At the showroom, customers can try out a curated assortment of secondhand apparel and accessories in person. Image courtesy of myGemma*

"This showroom is just a taste of the myGemma experience as we work towards launching a downtown showroom location in

2025,” said Mr. Brown, in a statement.

---

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

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.