

RETAIL

# MyGemma offers high-end consignment service

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*Sellers will be able to earn up to 25 percent more than if they sold items directly. Image credit: myGemma*

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Luxury resale platform myGemma is introducing a new way for users to sell their pre-loved goods.

Beginning this week, customers on the platform can consign their high-end handbags, watches and jewelry on the website. Upon listing, the products will be available for purchase on more than 25 resale marketplaces, with myGemma handling all logistics and presentation.

"We are firmly committed to raising the bar of luxury resale and excited to expand our luxury selling services," said Andrew Brown, CEO of myGemma, in a statement.

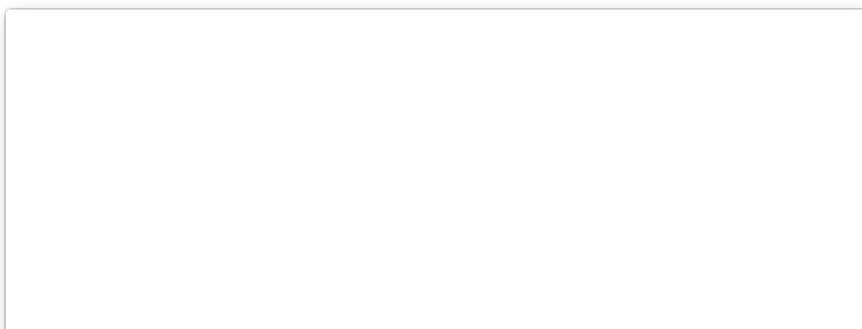
"Our consignment offering, alongside our direct selling option, is designed to help our customers sell their designer goods in whichever way is most practical and beneficial to them," Mr. Brown said. "Our goal is always to make both buying and selling luxury items fast, easy and reliable."

"We specialize in purchasing a wide range of luxury brands in a variety of conditions, our team of in-house luxury experts are on hand to accurately price, quickly authenticate, list and sell our customers' pre-owned designer items."

## On the block

MyGemma will accept handbags, jewelry and watches from a variety of luxury labels, such as Cartier, Tiffany & Co., Louis Vuitton, Hermès, Rolex, Patek Philippe and Audemars Piguet.

The resale platform lists 20 maisons that it will consign items from, but it will not specifically limit its intake to the top brands.



[View this post on Instagram](#)

A post shared by myGemma (@shopmygemma)

Once sent in, myGemma will evaluate and authenticate the products and provide users with a quote from expert analysis. After this, the company will take photos of the items with professional photographers and then list them across various platforms, including its own.

Interested parties can fill out a consignment form on myGemma's [website](#).

Consignment is a rising avenue for consumers to offload their high-end goods. Luxury resale platform The RealReal recently attempted to capitalize on this moment with a dedicated campaign ([see story](#)).

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