eBay launches Luxury Exchange pop-up in New York

What is it:

eBay launched a two-day pop up called the Luxury Exchange in New York's diamond district. Customers can have their jewellery, handbags and watches from a list of brands appraised and exchanged for "closet currency" in order to purchase other authenticated luxury items.

The store also housed a photo station where customers can have high quality images taken should they not wish to trade the item, enabling them to list it on eBay in the future.

Why does this matter?

Consumers are investing in the items they own, with eBay research showing that more than half of shoppers see their luxury items as a form of currency.

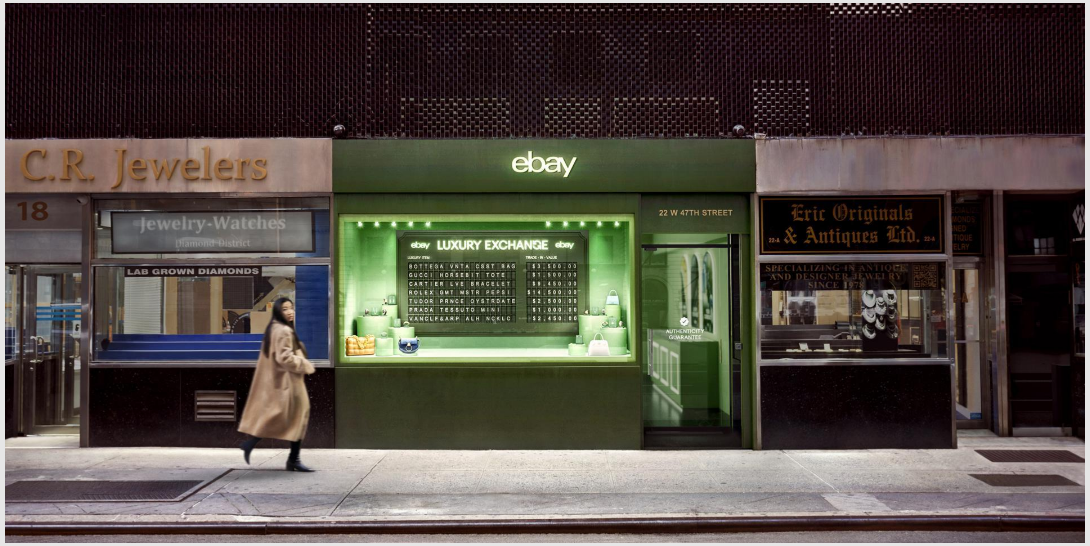
Strategic implications:

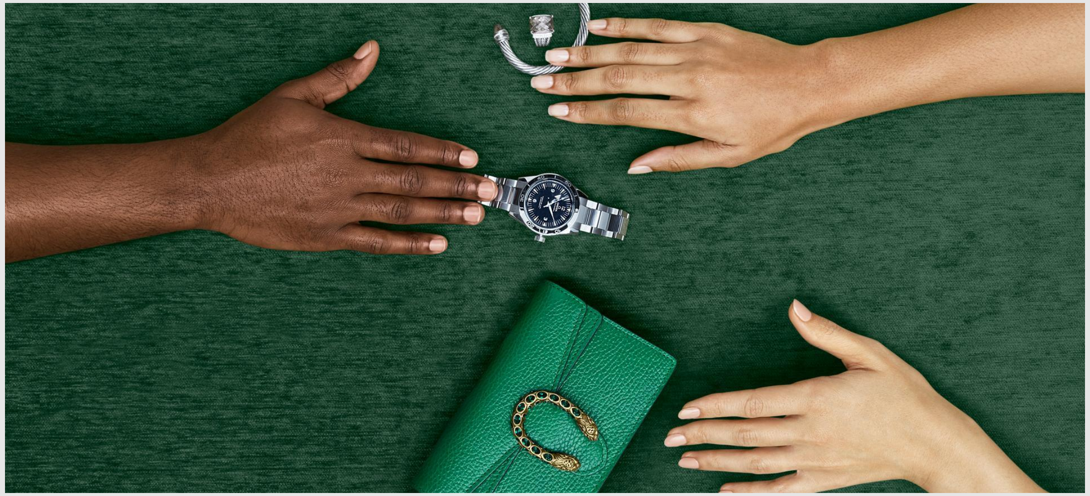
The second-hand luxury market will continue to proliferate as consumers monetise their possessions.

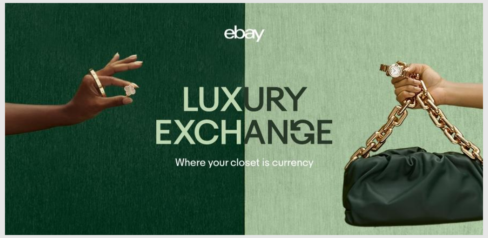
STEPIC drivers/Winning Strategies

Sustainable partnerships and monetised wardrobes

Innovation and ingenuity







"It's never been easier for luxury enthusiasts to refine their collections in a trusted environment, and we wanted to create an IRL experience that reflects what's happening on eBay every day"

General manager of global luxury at eBay, Tirath Kamdar