

# FARFETCH LETS CUSTOMERS TRADE-IN LUXURY BAGS

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London – The online platform for luxury fashion has announced the launch of **Second Life**, a pilot programme that allows consumers to trade-in designer handbags.

Launching initially in the UK and selected European countries, Second Life lets people exchange their designer bags for credit that can be used towards future Farfetch purchases. After users submit information and photographs of the bag they wish to sell, each item will be reviewed by Farfetch, with an amount of credit proposed within two business days. If the consumer accepts the offer, they can schedule a free courier pick-up for the bag to be sent to the team for verification.

'Luxury fashion is increasingly aligned with sustainable fashion,' says Giorgio Belloli, Farfetch's chief commercial and sustainability officer. He adds that resale is an area of increasing interest for the platform's customers, with Second Life allowing it to enter this market and test demand. 'Like the online luxury market, the pre-owned luxury market is growing rapidly,' Belloli notes.

For more on the new opportunities presented by the burgeoning luxury resale market, keep an eye out for our upcoming Pre-loved Premium [listicle](#).