



A YEAR IN REVIEW

THE 2019 REBAG RECAP

REBAG

LOOKING BACK ON 2019

Rebag concludes 2019 as another year brimming with milestones. We have new initiatives and industry-leading resources under our belts, including the launch of our revolutionary resale index called Clair, a staggering amount of buyer and seller learnings, and not to mention the growth of our educational resources to provide you with the tools you need to understand the luxury resale market. Indeed, it has been a wonderful year, and here is a recap of the most important moments that made it so remarkable.



TOP 3 MOST SEARCHED BRANDS



Chanel



Louis Vuitton



Gucci

TOP 3 MOST SEARCHED MODELS



Birkin



Neverfull



Saddle

TOP 3 ARTICLES OF 2019

Based on site traffic; click to read



Louis Vuitton 101

[The History Of A Luxury Giant](#)



Hermès 101

[The Exotics](#)



Chanel 101

[The Classic Flap Bag](#)

TOP 5 MOST POPULAR BAGS



REBAG



1. **Chanel** Vintage Classic Double Flap Bag Quilted Lambskin Medium

 [HB.CH.VCDFFL.QULA.ME](#)



2. **Louis Vuitton** Neverfull Tote Damier MM

 [HB.LV.NV.DR.MM](#)

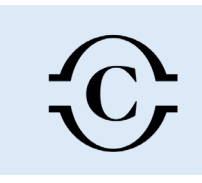


3. **Louis Vuitton** Pochette Accessoires Monogram Canvas

 [HB.LV.POA.MNCA](#)



4. **Chanel** Medallion Tote Quilted Caviar

 [HB.CH.MT.QCA](#)



5. **Louis Vuitton** Geronimos Waist Bag Damier

 [HB.LV.GERO.DR](#)



1. **Chanel** Classic Double Flap Bag Quilted Caviar Jumbo

 [HB.CH.CDFL.QCA.JB](#)



2. **Chanel** Vintage Classic Double Flap Bag Quilted Lambskin Medium

 [HB.CH.VCDFFL.QULA.ME](#)



3. **Gucci** Soho Disco Crossbody Bag Leather Small

 [HB.GC.SOD.LE.SM](#)



4. **Louis Vuitton** Neverfull Tote Damier MM

 [HB.LV.NNM.DR.MM](#)



5. **Louis Vuitton** Pochette Accessoires Monogram Canvas

 [HB.LV.POA.MNCA](#)

MOST POPULAR COLORS OF 2019



Black



Brown



Blue



Red



Pink



Neutral

TOP 3 BRANDS WITH HIGHEST % INCREASE IN PRICING



Goyard



Chanel



Hermès

MOST VALUABLE BAGS SOLD



Hermès Birkin Handbag Fuchsia Shiny
Porosus Crocodile with Palladium Hardware 30

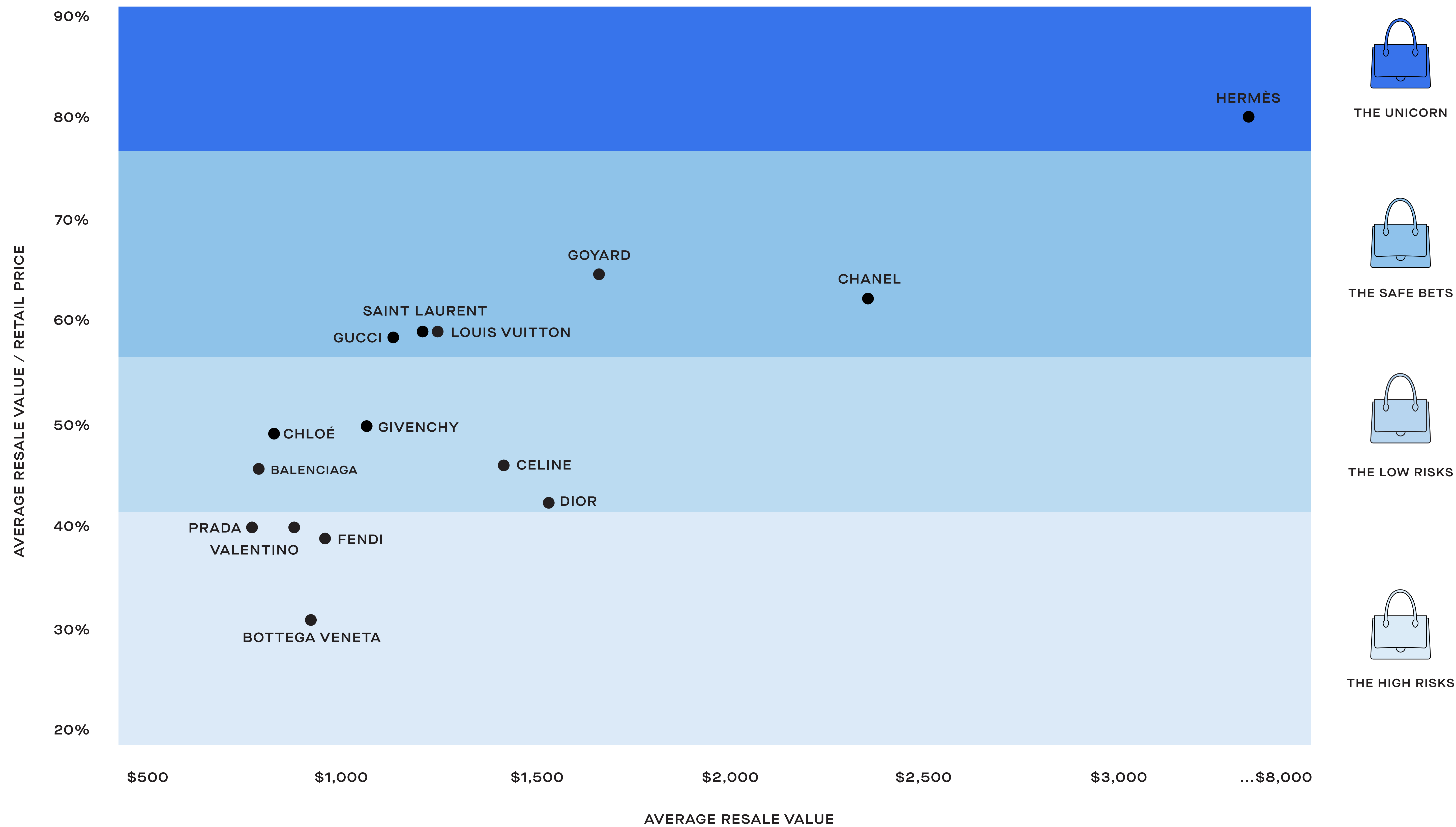
\$41,640



Hermès One Two Three and Away We Go Birkin
Bag Limited Edition Printed Swift 25

\$40,015

THE VALUE OF BRANDS IN 2019





1. **Louis Vuitton** Neverfull Tote Damier MM

 HB.LV.NV.DR.MM



2. **Louis Vuitton** Speedy Handbag Monogram Canvas 30

 HB.LV.SY.MNCA.30



3. **Chanel** Vintage Classic Double Flap Bag Quilted Lambskin Medium

 HB.CH.VCDFFL.QULA.ME



4. **Chanel** Classic Double Flap Bag Quilted Caviar Jumbo

 HB.CH.CDFL.QCA.JB



5. **Louis Vuitton** Neverfull Tote Monogram Canvas MM

 HB.LV.NV.MNCA.MM



- Chanel produced pieces without using exotics and switched to embossed
- Prada signed a loan with strict contingencies for sustainable practices
- Karl Lagerfeld passed away and was succeeded by his protégé Virginie Viard
- Burberry is gaining traction since its revamp in late 2018
- Tom Ford was named the new chairman of the CFDA
- Daniel Lee joins Bottega Veneta as CD and changes the trajectory of the brand

REBAG'S HOPE FOR 2020

This past year has proven to be a strong time for Rebag and the state of the luxury resale industry. We're excited to move into 2020 as a leader in this market, with hopes to further build upon our educational resources, bring further transparency into the industry, and of course grow our inventory and retail footprint to provide the best service there is. We are excited for what the next year has to offer, and hope to remain your first stop for resale shopping, selling, news and resources.

