

How to Sell & Resell Designer Bags



Photo by Peter Chirkov via [Pexels](#)

If you've been thinking about reselling a gently loved designer handbag, you might wonder if it's worth it and how to go about it — while also getting the most money possible from the sale. This guide walks through all the steps and questions about how to **resell designer bags** and provides valuable tips for finding the right buyer and maximizing your profits.

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What are Designer Bags?



Photo by Tarek Shahin via [Pexels](#)

Designer bags, often called designer handbags, are bags made by a [famous designer or luxury fashion house brand](#). They're typically made of high-quality materials, so they hold up better over time while still looking fabulous.

Because they hold up well even after years of use, designer bags tend to [retain their value](#). In fact, some rare designer bags, limited editions, and bags more than 10 years old (considered vintage) actually increase in value over time. Some people actually [consider them an investment](#).

While some designer bags are immediately recognizable, there are plenty of others that look like ordinary handbags. The difference is the name brand attached to it, which exudes elegance and prestige, and its perceived value among potential designer handbag buyers.

<iframe width="560" height="315" src="https://www.youtube.com/embed/703Dj8ZFKC8" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture; web-share" allowfullscreen></iframe>

How to Sell or Resell Designer Bags Online

There are several steps involved in selling or reselling a designer bag online. If you choose a consignment shop, you'll essentially hand the reins over to the shop owner. However, that means you also lose control.

You can't choose your price, and in most cases, you're limited to the consignment store's audience. That means you can't try to get the best price by listing your bag across multiple marketplaces.



Photo by Antoni Shkraba via [Pexels](#)

If you're doing it on your own, here's how it works:

1. **Prepare your designer bag for sale.** Clean it, patch up defects if possible, and try to remove any stains.
2. **Take great photos.** Photos are the first thing that will grab potential buyers' attention, so it's important to get it right. Choose an area with ideal lighting and position your designer bag in various ways, taking photos from multiple angles so you have options to choose from. Once you've finished, take a look through your photos and choose those that make your bag look best — or retake a few photos if you need to.
3. **Write listing descriptions.** Keep it concise, yet informative and be sure to highlight all the great things about your bag, such as the designer, whether it's vintage, how practical it is for various outings, any original tags or other items to prove authenticity, and other benefits. If your bag has shortcomings, it's important to be honest and disclose those as well.
4. **Set an asking price.** Your asking price is a starting point. You can expect most buyers to try to negotiate a lower price. After all, they're looking for the best deal. Consider what other designer bags are being listed for and what they're selling for on various marketplaces, as well as the original value of the bag.
5. **Set your walk-away price.** What's the bottom-line price you'd accept for your bag? Commit to a walk-away price beforehand so you can more easily stand your ground with potential buyers.

6. **Decide where to list it.** There are many online marketplaces to choose from. Choose a few marketplaces where designer bags are commonly sold or auctioned, as they're more likely to have an audience that's interested in high-end items like designer handbags.
7. **Submit your listings.** Then, submit your listings along with your photos, description, and asking price. Note that some marketplaces charge listing fees, and others take a portion of the sale amount.
8. **Communicate and negotiate with buyers.** Buyers may reach out with questions or to ask if you'd be willing to accept a lower price, so keep an eye on your listings to ensure you don't miss any important communications.
9. **Arrange a meetup or shipping.** If you sell your designer bag to someone local, you might be able to set up a meeting location to complete the transaction. Otherwise, you'll need to carefully package and ship your bag to your buyer. Be sure to get insurance on your package and ask for proof of delivery.

What Designer Bag Brands Have the Highest Resale Value?



Photo by Adrienne Andersen via [Pexels](#)

[Designer apparel and accessories](#) are among the [best and most popular items to resell online](#). The three big names when it comes to designer bags are Louis Vuitton, Hermès, and Chanel, and these designer bags often have the [highest resale value](#). Other luxury brands may offer a high resale value in a particular season or during a time when a brand has gained significant popularity.

<blockquote class="twitter-tweet"><p lang="en" dir="ltr">Designer Handbags: The Love & Investment Value is Real! https://t.co/K0yerT1rX7</p>— Folio.YVR Luxury Lifestyle Magazine (@Folio_YVR) July

11, 2023</blockquote> <script async src="https://platform.twitter.com/widgets.js" charset="utf-8"></script>

You can also expect [good resale value](#) from other recognizable luxury brands. Other iconic designer handbag brands that might be worth selling online (in alphabetical order) include:

- Balenciaga
- Bottega Veneta
- Celine
- Christian Dior
- Coach
- Dolce & Gabbana
- Dooney & Bourke
- Fendi
- Givenchy
- Gucci
- Goyard
- Kate Spade
- Marc Jacobs
- Michael Kors
- Prada
- Saint Laurent
- Telfar
- Valentino
- Versace

What Designer Bag Brands are Easy to Sell Online?



Photo by Анастасия via [Pexels](#)

Keep in mind that designer handbags, like all fashion, may increase in popularity during certain seasons or ebb and flow with the current designer handbag trends. So, the ease of selling any designer bag online depends on a number of factors, such as:

- How recognizable the brand is
- The current popularity of the brand
- Whether the bag's design is in line with current trends
- Whether it's in season
- Whether the bag has a classic style that will likely remain popular for years
- The condition of the bag
- [Whether you can prove its authenticity](#)
- Whether the bag is a limited edition or a sought-after vintage brand or style

With these caveats in mind, the luxury brands with the highest resale value also tend to be the easiest to sell online:

- Louis Vuitton
- Chanel
- Hermès

Other brands may be especially easy to sell at a given time based on the factors listed above.

`<blockquote class="twitter-tweet"><p lang="en" dir="ltr">Jane Birkin is the latest celebrity to have her legacy immortalised by a handbag she inspired. https://t.co/aV24rh2OaO</p>— ABC News (@abcnews) July 17, 2023</blockquote> <script async src="https://platform.twitter.com/widgets.js" charset="utf-8"></script>`

Brands aside, the designer bags that are easiest to sell are often those with a classic, timeless design that will never go out of style. Additionally, if you have a vintage designer handbag with a design that has recently become popular again, you'll likely have an easier time selling it online.

Where are the Best Places to Sell Designer Bags Online?



Photo by Anne R via [Pexels](#)

There are many [places to sell Louis Vuitton](#) and other designer bags online, but some are more widely used by shoppers who are looking for designer goods. Platforms that specialize in secondhand luxury items like designer bags can help you find the right buyer in less time and earn top dollar for your handbag.

That said, you can still have success selling your designer bag on mainstream marketplaces like eBay and Facebook Marketplace, but having the right selling strategy is key.

Some of the best marketplaces and [consignment shops](#) to sell designer bags online include:

- [The RealReal](#)
- [Fashionphile](#)
- [Rebag](#)
- [Poshmark](#)
- [Mercari](#)
- [Vestiaire Collective](#)
- [ThredUP](#)

Facebook Groups can also be a great place to sell your designer bag. Choose a group dedicated to reselling luxury goods in general or a group focused exclusively on reselling designer handbags. A couple of Facebook Groups to consider include:

- [Designer Handbags Resale](#)
- [Handbag Luxury Sales: Buy, Sell And Trade](#)
- [Designer Purse Hoarder Resale](#)
- [Luxury bags and accessories Buy/sell/live sale USA sellers only](#)
- [Buy & sell Authentic luxury brands](#)
- [WeeklyLuxDrop - Luxury Resale Community](#)

Why aren't My Designer Bags Selling?



Photo by Roberto Hund via [Pexels](#)

If you're having trouble selling your Louis Vuitton handbag or another luxury brand designer bag, there could be a few possible causes.

- **Listing the Wrong Places:** First, you may be listing your designer bags on the wrong marketplaces or using the wrong consignment store. Ideally, you should list your designer handbag on marketplaces where luxury brands and designer accessories are popular. If you list your designer bag on a marketplace that is largely focused on electronics, you won't find as many potential buyers as you would on a site dedicated to or popular for reselling luxury designer goods.
- **An Inadequate Listing Description:** Is your listing description concise yet catchy? Does it make your designer bag sound irresistible, highlighting all its unique and special qualities that buyers look for when purchasing gently used designer bags? Try adjusting your listing descriptions to focus on the qualities that matter, such as proof of authenticity, the bag's excellent condition, and how sought-after the style is.
- **Poor Photos:** Do your photos show off your designer bag's best features? How's the lighting? Is the bag clean or does it have marks or stains? Consider taking some new photos of your designer bag with aesthetic appeal in mind.
- **Asking the Wrong Price:** Starting at the wrong price can quickly turn away potential buyers. If your asking price is too high, buyers may not be able to afford it and go in search of something more affordable. If your asking price is too low, you risk giving potential buyers the perception that the bag isn't authentic or has some serious flaw, such as damaged leather or broken straps.
- **Time of Year:** It may be easier to sell some designer bags online during particular seasons. For instance, the holiday shopping season may be a great time to sell a designer bag online, while winter-y or spring bag styles may be easier to sell immediately before or during the season they'd most likely be used.
- **Style Trends:** Are you reselling a designer bag that has gone out of style? While it may be difficult to sell such a bag currently, style trends tend to come and go. Waiting to see how the style trends change might be worth it to sell your bag for a reasonable price.

How to Resell Your Designer Bags Fas



t (and Get Top Dollar) with Sella

Photo by Karolina Grabowska via [Pexels](#)

It takes a lot of preparation and work to sell or resell designer bags, and when it comes to selling luxury goods, even small mistakes can cost you profits. That's why it makes sense to partner with a [reselling partner like Sella](#) to [get top dollar](#) for your designer bags and [other secondhand goods](#).

Our resale experts will [help you with every step of the process](#), prepping your designer bag for sale and taking high-quality photos, writing compelling listing descriptions, listing your item on multiple marketplaces, managing your listings, negotiating with buyers, and even setting up meetups or shipping. We may do all the legwork, but you're not giving up all your potential profits: when you partner with Sella, you'll keep 90% of the profits when your designer handbag sells.

Our experts will also recommend the best asking price and may be able to suggest different times of year that may be ideal for selling your handbag. Ultimately, though, you remain in complete control and have the final say on every decision. You can also make changes at any time.

Ready to sell your designer bags with ease? [Get started with Sella](#) today.

Frequently Asked Questions

Is reselling luxury bags illegal?

No. It's perfectly legal to purchase and/or resell luxury and designer bags as long as they were acquired legally. Selling fake designer bags, however, is illegal under the [Lanham Act](#), a U.S. federal trademark law.

Are you allowed to sell Louis Vuitton?

Yes, you're allowed to sell any Louis Vuitton handbags or other items that you acquired legally and that are genuine (not counterfeit). Louis Vuitton is one of the [most commonly counterfeited designer bags](#), along with Chanel, Gucci, Hermès, and Yves Saint Laurent (YSL).

Luxury [designers like Louis Vuitton](#) have sued other companies for trademark infringement, so selling fake designer bags could get you into legal trouble. It's worth ensuring your Louis Vuitton bag is authentic before listing it for sale.

Do designer bags hold their value?

Many designer bags hold their value over time, especially if certain conditions are met (such as having proof of authenticity, the bag's condition, etc.). Some even increase in value over time, such as limited edition handbags or other hard-to-find styles.

How many years is considered vintage for a purse?

While luxury purses and designer bags 20 years or more used to be the threshold for what's considered "vintage," today, most designer bags are considered vintage if they're at least 10 years old. Opinions may vary, however, and if you're buying or selling a designer bag online, be sure to check the site's rules for labeling something "vintage," as it may differ from the norm.

Designer bags less than 10 years old are simply considered "used," while any item more than 100 years old is considered "antique."

Which designer bags have the most value?

Louis Vuitton, Hermès, and Chanel bags typically have the highest resale value, although you may be able to sell other luxury brands for high dollar amounts as well. Any widely recognized designer brand that was popular at any point in time likely has good resale value as long as it's in good condition.

