

RETAIL

MyGemma widens access to preloved wear with Luxury Stores at Amazon

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A curated selection of myGemma's preloved jewelry and watch listings is now available to U.S. customers via Amazon's site. Image courtesy of myGemma

By LUXURY DAILY NEWS SERVICE

Luxury resale platform myGemma is forging a partnership with one of the world's largest online retailers.

Announced this week, the company has struck a deal with Luxury Stores at Amazon that makes a curated selection of its preloved jewelry and watch listings available to U.S. customers. The move grants shoppers access to hundreds of items from myGemma's inventory, including pieces from brands such as Bulgari, Cartier, David Yurman and Tiffany & Co.

"We are thrilled to collaborate with Luxury Stores at Amazon as they hold the same commitment to quality, authenticity and convenience as we do," said Andrew Brown, CEO of myGemma, in a statement.

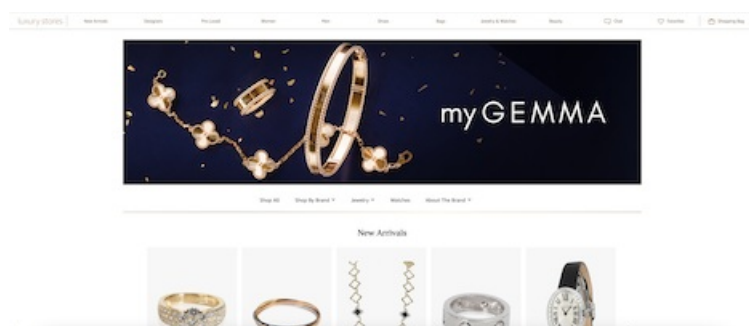
"Our similar ethos made this a seamless fit," Mr. Brown said. "Since myGemma's inception, we have always stood behind our authenticity process, which includes a vigorous inspection of all styles.

"Luxury Stores at Amazon customers can expect this continued due diligence along with a wide range of their favorite designer jewelry and watch brands."

Preloved partnership

Clients of myGemma can expect the same high-level quality and expert authentication services that the high-end reseller has become known for while browsing the new branded online boutique.

Each of the accessories featured on myGemma's Luxury Stores at Amazon page is hand-selected in-house.



The Luxury Stores at Amazon shop is live. Image credit: Amazon

The assortment can be found at www.amazon.com/mygemma and will be continually updated.

According to Bain & Company ([see story](#)), luxury resale has seen tremendous growth in recent years, nearly doubling in size in four years, reaching 12 percent of the value of the market for new luxury goods.

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