



**FRANCHISING
OPPORTUNITY-
RELOVED
LUXURY**





 RE-LOVED LUXURY



 **RE-LOVED LUXURY**



 **RE-LOVED LUXURY**

**SIGN UP TO THE FIRST
FRANCHISING
OPPORTUNITY FOR LUXURY
RESALE GLOBALLY**





PRESENTATION CONTENT

Reloved Luxury is a one of a kind platform for entrepreneurship in luxury fashion resale. At Reloved Luxury, we're making a fashion statement: "We make luxury designer products affordable to everyone everywhere!". We're rewriting the rules of luxury, making it simple, cost-effective, and sustainable to recycle your wardrobes for cash, sell your used belongings, save money, reduce waste, and get the authentic designer wardrobe you've always wanted.

01

The Brand

02

The Opportunity

03

Franchising Reloved Luxury



THE BRAND



WHAT WE STAND FOR



Mission

To make it cost effective, simple, and sustainable to own and recycle luxury products.

Vision

Re loved Luxury aims to become the one of most trusted global destination of choice for selling and buying pre-loved luxury fashion products.

art . Sustainable .
HOW TO SELL TODAY



MEET THE FOUNDER

I'm a Bahraini, married, mother of two, and have lived most of my life in Dubai. I spent 20 years in the Corporate world.

The business in Bahrain has been very well received. Feedback is always complementing me for launching this business in Bahrain, people say its a great business idea/ cool concept all towards sustainability, they are glad they have such a place to shop and sell in Bahrain. Sellers are so happy as well that they can turn their unused goods to cash.

Dubai was also a great success and another stepping stone to bring luxury exclusive deals to clients residing in the United Arab Emirates.

International customers from all over the world shop online on our website and are very happy with the unique collection and amazing deals.

WHEN DID I START

I started in 2012 and I was one of the top 5 most influential resellers in the UAE.

EXPERIENCE, TRAINING & SKILLSET

Trained by Graham Wetzberger, Head of Authentication at The Real Real in San Francisco, USA and the authentication experts at Entrupy International in New York, USA.

BUSINESS ACTIVITIES

BUYING, SELLING,
AUTHENTICATION, & BAG
RESTORATION SERVICES

PRODUCT CATEGORIES

BAGS



JEWELRY








WATCHES



ACCESSORIES



BRANDS:

 Top Brands



SUBSTANTIAL FOCUS ON AUTHENTICATION

WE GUARANTEE THAT YOUR PURCHASES ARE AUTHENTIC. WE KEEP IT AUTHENTIC & REAL!

- We know that authenticity is the essence of luxury and make sure it is our top priority. We ensure all of the products are 100% authentic. That's why with us, you can always be confident that you are purchasing a genuine luxury item.
- Most of the items on our website come from individuals who wish to sell their belongings. Therefore, the availability of an authenticity card differs from product to product, which is highlighted in the product details section of each item.
- Reloved Luxury does not sell any product that has not passed the authentication process and quality standards. Following a detailed evaluation and review process conducted on each item, we guarantee our customers utmost security and assurance when shopping at Reloved Luxury.
- We do reject any items that doesn't meet our standards or authenticity check.
- Our inspection and evaluation process is unique where we use various review methods and criteria based on the item category and brand including material, hardware, stitching, hallmarking stamps, authenticity card, product hologram codes, craftsmanship, size, accessories, codes, packaging, and others. Furthermore, we also check if the items have been modified or amended (i.e. repaired bags, aftermarket diamonds for watches.... etc.). In addition we use Entrupy Inc, the global leader in luxury brands authentication. We are a verified and trusted seller by Entrupy Inc Global.

YOU CAN SEE BELOW SOME OF THE POINTS WE FOCUS ON IN OUR QUALITY CHECK AND AUTHENTICATION PROCESS:



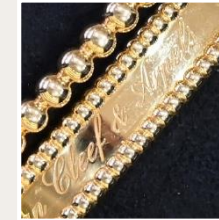
**AUTHENTICITY
CARD**



STITCHING



**DATE
CODE**



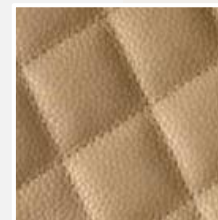
**HALLMARK
STAMPS**



**HARDWARE
DETAILS**



**MODIFICATION
BY SELLER**



**MATERIAL
DETAILS**



**ENTRUPY
AUTHENTICITY
CHECK**



SALES CHANNELS



Most sales in store



Some sales through Instagram



Growing Website sales

DEMOGRAPHICS

40%

of customers between 40 and 55 years old

30%

between 30 and 40 years old

90%

of customers females

25%

buy 2 items..
Some buy 5 to 6 items

40%

of customers consign at least 3 items

40%

of items are sold with 30 to 45 days

REASONS FOR SELLING

Need Cash for necessities

Charity

Unwanted gifts

Divorce, Death

Sustainability interest

Want to clear wardrobe and buy new things

REASONS FOR BUYING

Good deals

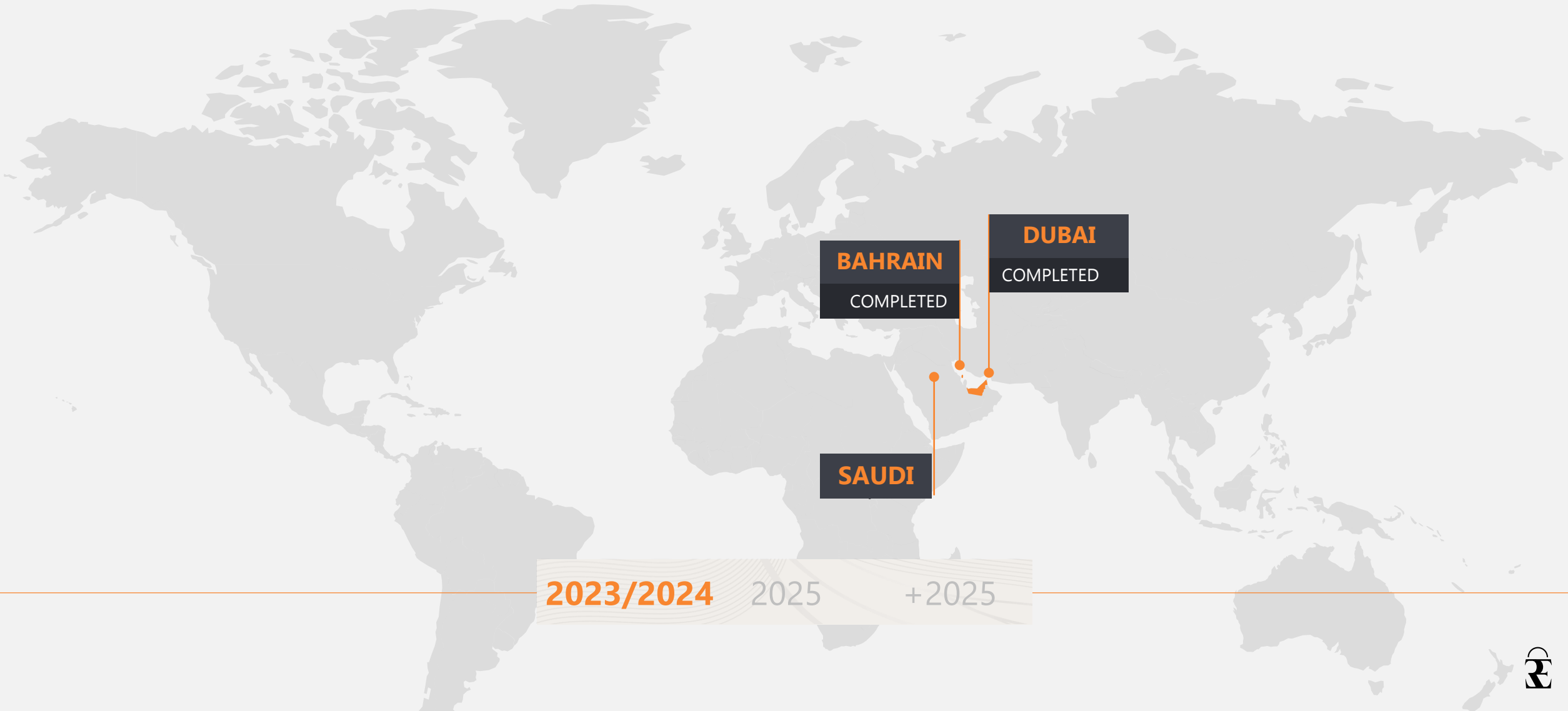
Lack of Availability & Long Waiting Time For Some Brands

Sustainability interest

Investment



CURRENT LOCATIONS



2023/2024

2025

+2025

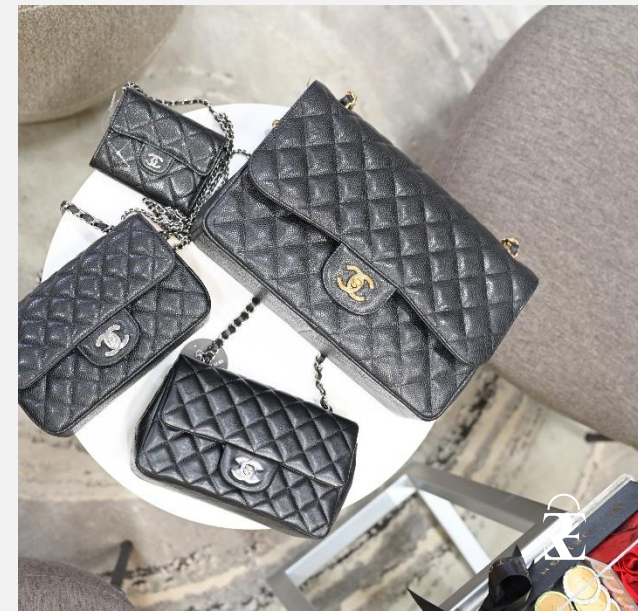
BAHRAIN
COMPLETED

SAUDI

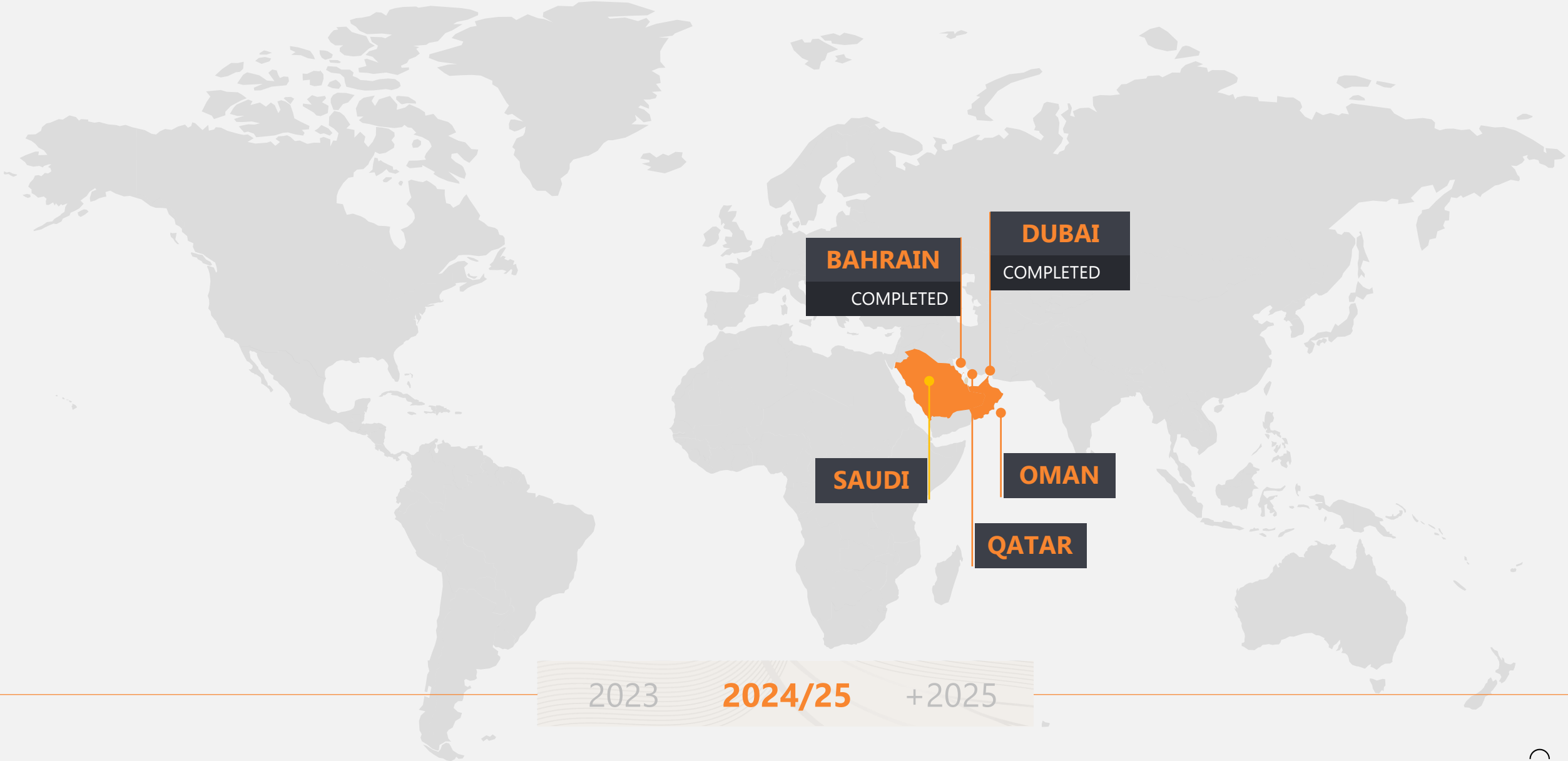
DUBAI
COMPLETED



BAHRAIN STORE



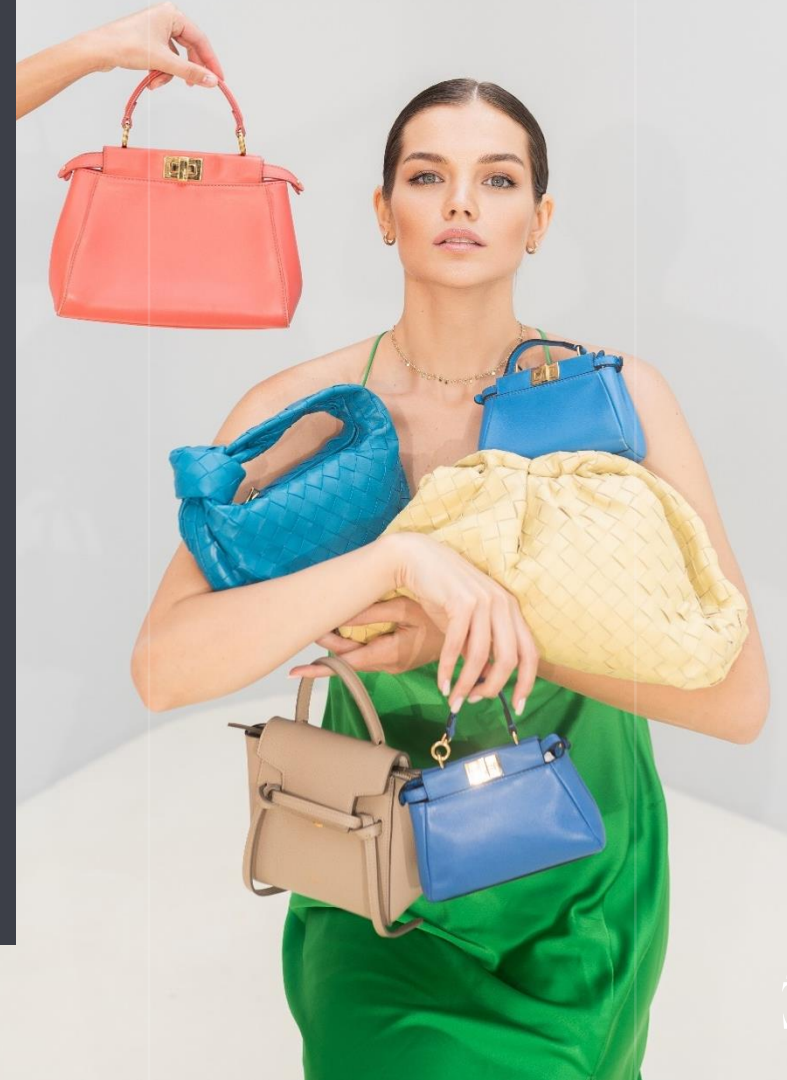
OUR GLOBAL EXPANSION PLAN



OUR GLOBAL EXPANSION PLAN



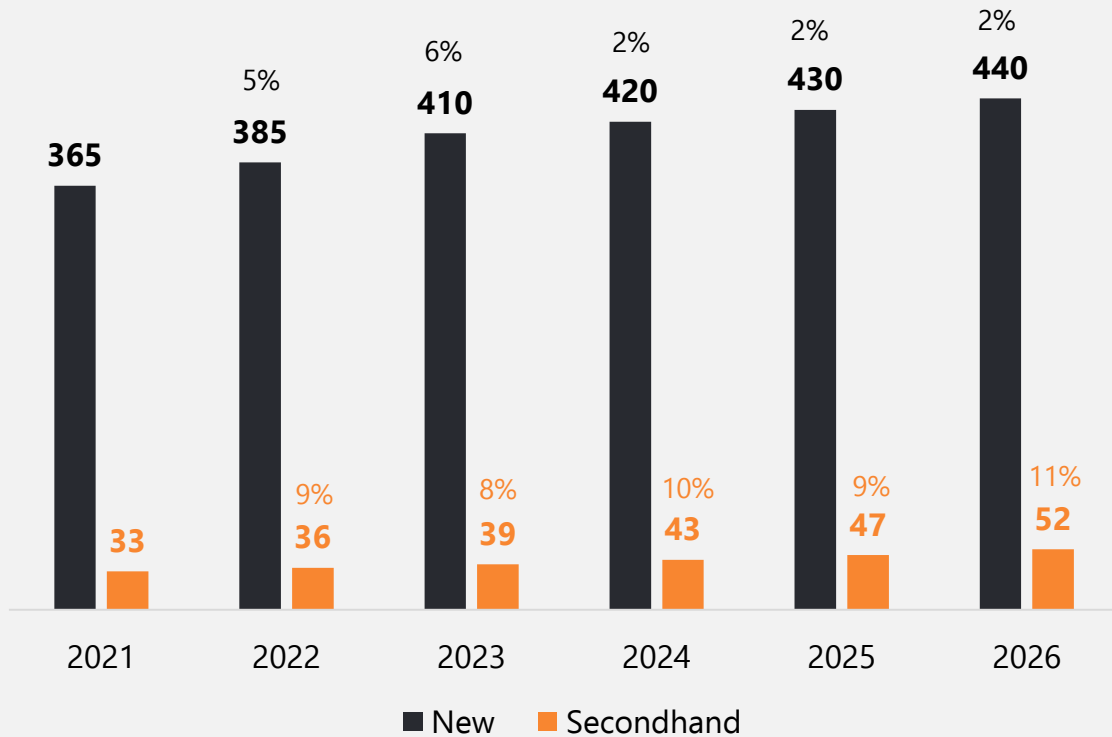
THE OPPORTUNITY



GLOBAL OVERVIEW

THE GLOBAL SECONHAND LUXURY GOODS MARKET IS OUTPERFORMING LUXURY RETAIL OF NEW PRODUCTS

Secondhand VS new luxury goods market (USD Billion)





BREAKDOWN OF LUXURY RESALE BY REGION

- USA 25%
- Rest of World 20%
- Europe 55%

BREAKDOWN OF LUXURY RESALE BY CATEGORY

- 
70%
 Watches & Jewelry
- 
30%
 Handbags, Accessories, & Clothing

BREAKDOWN OF LUXURY RESALE BY SALES CHANNEL

- 
75%
 Physical Stores
- 
25%
 Online Store

Only 7% of all secondhand inventory globally was sold in 2022

which means more than USD 2.2
trillion of used fashion items are
sitting untapped in closets



WHAT IS DRIVING THIS PHENOMENAL GROWTH OF SECONDHAND LUXURY FASHION BUSINESS?

01

PLATFORM SOPHISTICATION

Online resale platforms have increasingly improved the customer journey and reduced frictions.

04

FAVOURABLE DEMOGRAPHICS

Younger generations are more likely to participate in second-hand shopping than older generations.

06

REDUCED STIGMA

Today, there is less of a stigma associated with second-hand fashion as the experience continues to evolve and as pre-owned becomes positively linked with sustainability.

04

LIMITED EDITIONS / DROPS

The scarcity of limited edition items drives significant buyer and seller activity on resale platforms.

05

SUSTAINABILITY

Second-hand shopping is a fundamental part of a circular economy as it shifts demand from firsthand channels and enables longer lifetimes for items.

07

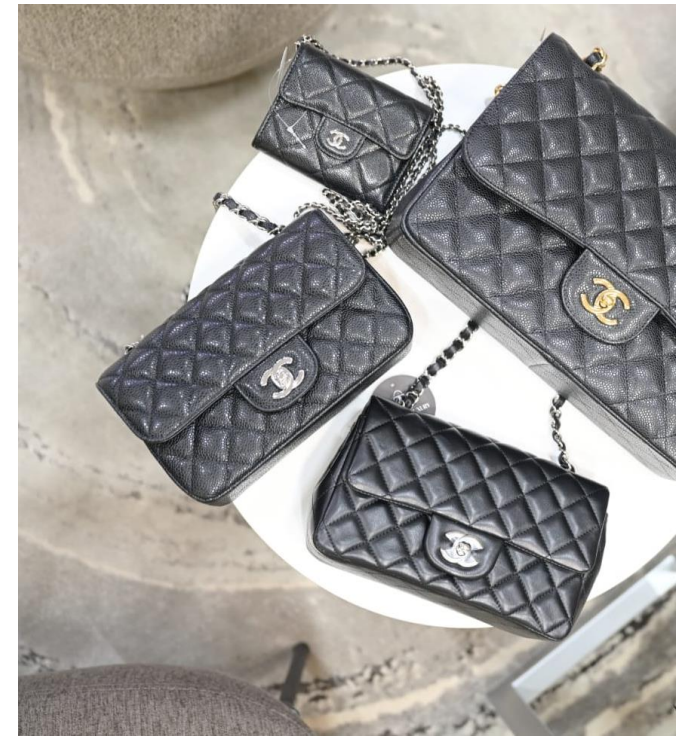
PRICE HIKES BY LUXURY BRANDS

Some brands have increased their prices of classic and new models over the past 2 years by 20 to 40%. So buyers are looking for cheaper sources of authentic luxury.

03

LUXURY BRANDS

Getting into the Luxury Resale Race, This makes it more acceptable to a wider range of buyers to consider second hand luxury.



REGIONAL OVERVIEW

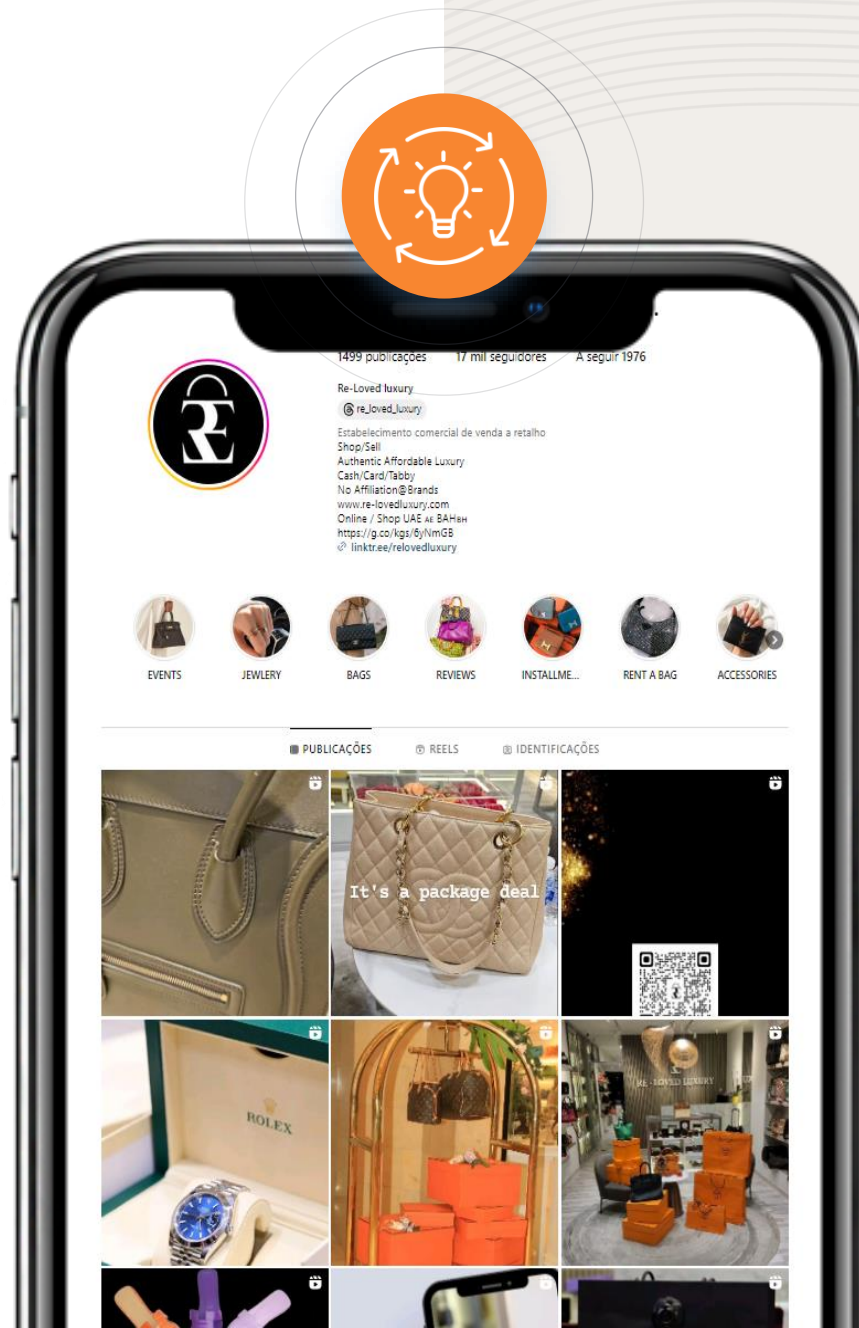
UAE

Fourth-largest market for luxury goods per capita in the world
(behind Switzerland, Hong Kong, and Singapore and Singapore)



More than 10 physical stores and hundreds of website/Instagram based businesses

The Luxury Closet and Ounass are the biggest UAE/GCC region with thousands of products and customers mostly online



OTHER GCC COUNTRIES

There is a huge inventory of luxury products owned by GCC households but no professional luxury resale businesses to absorb this inventory and turn it into cash. On the other hand, there are lot of Instagram and website only resellers exists across the region:



Mostly illegal with no official commercial licenses



Mostly with no authentication capabilities and checks



Mostly focused on domestic markets



Limited marketing capabilities



Mostly running as a side hassle, not professional luxury resale businesses



FRANCHISING RELOVED LUXURY





WHY FRANCHISE RELOVED LUXURY?

We are the first luxury resale business in the world to create a franchising model, offering full technology platform and standard operating model where the franchisees simply plug in and play.



100%
Authenticity
Guaranteed



Secure payment



Unique Luxury
Collection



Global Delivery



Simple & Eco-
Friendly
Platform



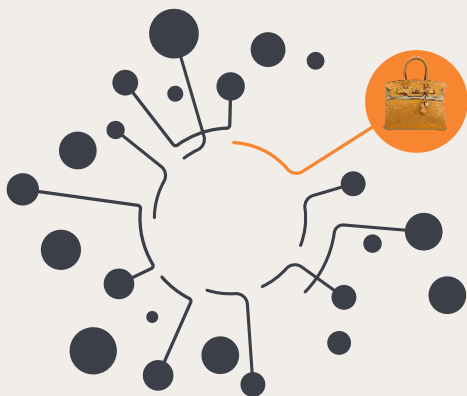


WHY FRANCHISE RELOVED LUXURY?

PROPRIETARY DATA, TECHNOLOGY, PROCESSES AND ALGORITHMS TO EFFICIENCY SCALE

01

Hundreds of Products per Day Processed, with the capability to scales to thousands per day immediately



02

Increasingly automated inbound operations

03

Real-time single view of consignors and buyers with performance dashboard



Website



Mobile



Retail Stores





FRANCHISORS' SUPPORT

PRE-OPENING SUPPORT



Complete backend and front end technology system



Site selection



Training for systems, pricing, & operations



Marketing Support



Building Inventory



FRANCHISORS' SUPPORT

ONGOING SUPPORT

- ✓ Pricing support
- ✓ Marketing & advertising
- ✓ Operating procedures & operational assistance
- ✓ Providing access to preferential rates from key suppliers of authentication, logistics, accounting services, & others
- ✓ Staff Training
- ✓ Managing technology issues and upgrade
- ✓ Access to bulk purchasing and economies of scale
- ✓ Integrated shop and inventory with a global customer base



FRANCHISEE & FRANCHISOR ROLES

FRANCHISEE ROLE

The franchisee will open and own a local business establishment in the country/city agreed in the franchising rights agreement, which will be valid for the duration stated in the franchising agreement and subject for renewal based on performance.

The franchisee will conduct all the business transactions through the website including receiving consignments and issuing quotes, listing products, selling products, issuing orders, and monitoring business performance through our comprehensive dashboard.

All the products listed by the franchisee will be posted on the website as part of the online shop, which is visible to all customers globally.

The franchisee can also earn commission by selling any products listed on the website including those products listed by Reloved Luxury directly or other franchisees.

Submit a monthly sales report.



REVENUE MODEL FOR FRANCHISEE

(HOW DO YOU MAKE MONEY)



01. Selling franchisee's own products and consignments

02. Franchisee selling Re-loved Luxury's consignments

03. A Franchisee selling other franchisees' consignments

04. Reloved Luxury Selling Franchisee's consignments

05. Authentication as a service

06. Handbag restoration as a service



FRANCHISE FEES STRUCTURE & UPFRONT INVESTMENT

Initial Franchise Fee:

To be shared later

depending on territory size

Annual Franchise
Maintenance:

To be shared later

Royalty Fee:

To be shared later

of commission and ancillary
revenue (% of total sales)

- Average store size should be 50 to 150 sqm (To be on case by case basis later).
- Total initial capital investment depends on the store size but it would be at least USD 100,000 (To be verified and discussed later).
- We are actively looking for Franchisees in Cities, Countries and Areas across various countries.

FRANCHISE APPLICATION TO LAUNCH PROCESS & TIMELINES

INQUIRY

01

Sign up on the website

Send an expression of interest letter/ email with personal BIO/background

APPLICATION

02

Meeting with Reloved Luxury Management

Identifying potential locations

Prepare Financial Summary & submit Evidence of financial readiness

Full evaluation & due diligence review

AGREEMENT

03

Sign letter of intent

Send approval letter

Site approved/lease signed

Sign franchise agreement

PRE-OPERATING PLAN

04

Company Incorporation

Shop design

Shop interior work

Staff recruitment

Marketing plan

1 week training completed

Collecting consignment to build initial inventory

Soft Launch

Official Launch



HOW DO WE ASSESS A PROSPECTIVE FRANCHISEE?

- An entrepreneurial spirit with strong work ethics
- Ability to immediately secure the capital required to start and operate the franchise
- Previous/current experience with luxury brands/retail business, preferable
- Commitment to the pre-agreed deadlines and guidelines to start, operate, and grow the business
- Previous experience with franchising, preferable
- Network of contacts with potential inventory to sell and/or interested in sustainability and to buy used luxury products
- Good financial management, business judgement, management experience, marketing, and communication skills





APPENDIX



AUTHENTICATION PARTNERS

entrupy



PAYMENT PARTNERS

VISA



AMERICAN EXPRESS

كريدكس
CrediMax

Apple Pay



magnati

HyperPay

tabby

PayPal

B

BenefitPay
Bahrain National E-Wallet



LOGISTICS PARTNERS

aramex

DHL





CUSTOMER REVIEWS

Re-loved Luxury Bahrain
Nakheel Centre, Shop 128, 1st floor Building 789, Road 1322, Maqabah

5.0 ★★★★★ 21 reviews

Nabela Moulay
3 reviews
★★★★★ 6 months ago
So happy with my handbags! In perfect condition. Amazing prices. You get additional invoices on your account if you subscribe. So very easy for another re-sale in the future!

Danas, Alfadhel
2 reviews
★★★★★ 8 months ago
They picked up my items, we discussed and the deal happened very smoothly. The shop owner is very professional and she only deals with authentic items. And most of all she's friendly and super nice.

Re-loved Luxury Bahrain
Nakheel Centre, Shop 128, 1st floor Building 789, Road 1322, Maqabah

5.0 ★★★★★ 21 reviews

Fajer Alkhayyat
1 review
★★★★★ 8 months ago
Excellent and fast sales service.. from the best places And handling is excellent

Shafaq AlKooheji
1 review
★★★★★ 8 months ago
I loved everything from the service you deal with, whether buying or selling. Thank you, my dear Shahra

Re-loved Luxury Bahrain
Nakheel Centre, Shop 128, 1st floor Building 789, Road 1322, Maqabah

5.0 ★★★★★ 21 reviews

Sanita Mackay
1 review
★★★★★ 2 months ago
I can not recommend enough, such a pleasure to re sell my luxury items with them. The owner Ms Shohra could not be more helpful and friendly, and her team, Pauline & Joy are 2 of the nicest, ladies you could meet. Very helpful and ...

Charm Keogh
2 reviews
★★★★★ 3 months ago
Had so much fun shopping here, staffs are friendly and accommodating. Specially the beautiful owner who took time and was patient with me the whole time

Re-loved Luxury Bahrain
Nakheel Centre, Shop 128, 1st floor Building 789, Road 1322, Maqabah

5.0 ★★★★★ 21 reviews

Beeshw AlKooheji
3 reviews
★★★★★ 8 months ago
So happy to have such a shop in Bahrain with brilliant service

Fatema Hasan
Local Guide - 52 reviews - 302 photos
★★★★★ 8 months ago
Their treatment is very excellent. I sold a branded set through them. The price I got was very good and the sale was quick and easy. I will definitely deal with them again.

Re-loved Luxury Bahrain
Nakheel Centre, Shop 128, 1st floor Building 789, Road 1322, Maqabah

5.0 ★★★★★ 21 reviews

rawan sarhan
1 review
★★★★★ 8 months ago
Best reseller shop in bahrain for sure. Excellent customer service and support. I love supporting Bahraini businesses owner's specially when the products are of excellent quality and value.

Nada Bokhowa
1 review
★★★★★ 8 months ago
I have successfully sold my designer goods through Re-loved Luxury and the service was excellent. I highly recommend their services as it allows one to de-clutter their designer wardrobe in a profitable and sustainable manner.

Re-loved Luxury Dubai
Wafi City - Unit 507, Ground floor - Dubai - United Arab Emirates

5.0 ★★★★★ 6 reviews

Sort by: Most relevant, Newest, Highest, Lowest

Shreya Uprety
1 review
★★★★★ 2 days ago
I had an amazing experience with this company.I was completely impressed with their professionalism and customer service.Their staff is not only friendly but also highly skilled. Efficiency and punctuality are quality of their service. I would love to re-consign with them again



REASONS FOR MAKING A PRE-OWNED INSTEAD OF A NEW-PRODUCT PURCHASE

Buyers of both pre-owned and new luxury products choose pre-owned items largely for rarity, value, and sustainability

% respondents naming this a top-two reason to buy pre-owned (new and pre-owned product buyers)



41%

Buying pre-owned gives me access to hard-to-find/no-longer-available products (e.g., iconic products, previous seasons)



40%

Buying pre-owned products is more sustainable



36%

Buying pre-owned products allows me to save money / afford what I want to buy



25%

Buying pre-owned products is easier for me than buying brand-new products



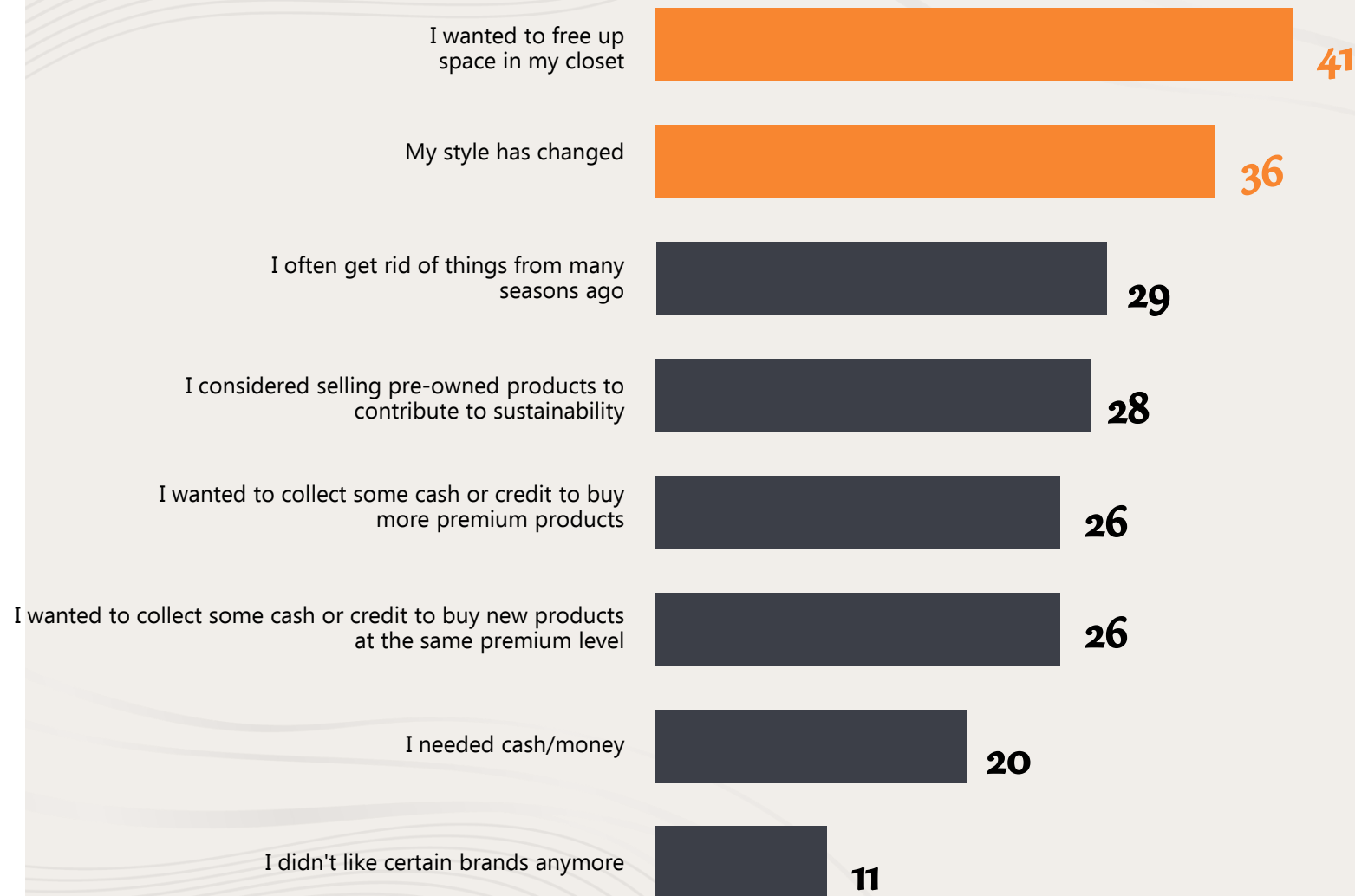
25%

Buying pre-owned products allows me to get the product sooner (e.g., no wait-list, faster delivery)

MOST FREQUENT REASONS TO SELL PRE-OWNED PRODUCTS, % SELLERS (PRE-OWNED SELLERS ONLY)

LUXURY PRE-OWNED SELLERS MOSTLY SELL ITEMS TO FREE UP SPACE, OR TO CHANGE THEIR STYLE.

McKinsey
& Company





RE-LOVED LUXURY

www.relovedluxury.com

