Luxd annouces the launch of its platform to help luxury brands with their unsold inventory.

Wilmington, Delaware Feb 2, 2022 (Issuewire.com) - luxd is launching a new luxury marketplace later this quarter, that will finally solve luxury's biggest problem - excess and unsold inventory.

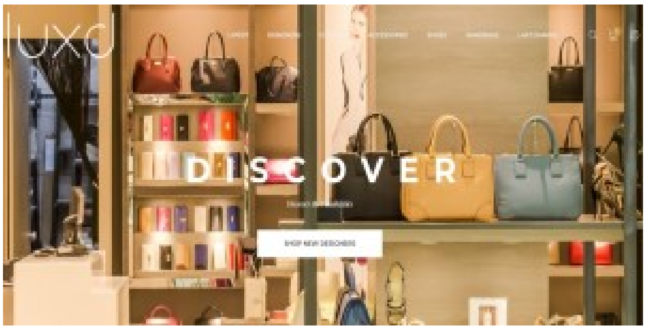
"Luxury brands are challenged, year after year to sell off over $40Bn of unsold inventory. This inventory impacts a brand's cash flow and ability to introduce newness to the market. Until now, these brands have had limited options to monetize this inventory. Liquidation and the grey market may help generate cash but can destroy the brand image and equity" says Carles Latorre, Founder, and CEO of luxd and a luxury executive who has experienced firsthand the problems that luxd is now solving.

"With destruction no longer a viable option, consumers are forced to buy secondhand goods, or from parallel imports, while in some cases are victimized by counterfeit products".

With luxd brands keep the control they can't get from other sources while customers are assured that what they are buying is original and authentic.

The luxd marketplace is planned to go live in late Q1. Until then, consumers can register for early access by signing up at https://www.luxd.app

luxd is led by a team of luxury professionals with more than 50 years of combined experience and exceptional relationships with the leading global luxury brands and has deep experience in traditional channels as well as in e-commerce.



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