Monogram Paris, the French second-hand specialist, wants to live its American Dream

By Chenu Alexis • 10 May 2022

The American adventure of Beverly Sonego, the founder of the second-hand luxury ecommerce, Monogram Paris, formerly ByLuxe, has just begun. From May 10, and until May 15, the entrepreneur will hold her first pop-up in New York, West Village, 450 W 14th street, before a promised stopover in Los Angeles from May 25 to 31, in West Hollywood.
"I've been working in the second-hand market for 15 years," explains Sonego. "After starting on Facebook, bringing together a large community and proposing a concept geared towards uninhibited communication close to customers, the new stage is the internationalization of our concept. Many markets interest us such as Morocco, Singapore, Hong Kong and of course the United States. Here, the prices of our competitors on the secondhand market as TheRealReal or What Goes Around Comes Around are prohibitive and offer a place for a more accessible concept like ours."

Present to test the market, "to seduce both French customers who live in New York or L.A, but also to source new products", the Monogram Paris team has teamed up with Elise Assouline and her company Eclipse Sample Sale, specialized in physical and online private sales in New York in particular.

To boost sales, Beverly Sonego has also tapped Arielle Charnas, a fashion influencer and author of the blog Something Navy and noted for her collaboration with Nordstrom. She will offer customers the selection of Monogram Paris imported products, in particular through its live selling sessions.

Presented a few days ago under a new name, a new logo and a new graphic charter, Monogram Paris has replaced ByLuxe, "a different name but the same philosophy, explains Sonego, centered on a sharp selection, a sense of style edgy, a name that borrows a symbol of fashion and perfect for the international."
Launched 10 years ago, the online consignment site has since brought together ready-to-wear, leather goods, watches and jewelry and even cosmetics from major luxury brands as Chanel, Hermès, Saint Laurent, Louis Vuitton and cutting-edge labels such as Jacquemus, Off-White and Yeezy.

The company, which now has 30 employees, has recorded strong growth over the past three years, and saw its turnover increase by 40% last year to reach €6.5 million. “The COVID episode where customers have largely emptied their closets has obviously boosted our sales and our notoriety,” concludes Sonego. ”We hope to reach €12 million in 2023 and we are considering opening a first concept store in Paris in the coming months.”

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