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Best Places to Sell Designer Handbags in London: Top 5 Buyers and Consignment Boutiques

Our Friends · Tuesday, August 11th, 2026

London has more genuine buyers for a Chanel Classic Flap or an Hermès Birkin than almost any other city in Europe. That sounds like good news, but it makes the decision harder than it looks.

The offers you receive can vary a lot. Some buyers hand you cash the same afternoon, while others hold your bag for weeks and pay more once it sells.

Neither approach is wrong. They simply suit different sellers.

Key Takeaways

- An outright sale pays fastest, while consignment usually pays more but takes longer
- Chanel and Hermès hold their value best on the London resale market
- Condition, original packaging and paperwork affect your final figure more than the bag's age
- Consignment commission varies widely between London buyers, so confirm the rate before you commit
- Every reputable buyer authenticates before paying, which can add up to 48 hours

Two ways to sell, and why the difference matters

There are two routes. An outright sale means the buyer purchases your bag directly, so you agree a price and get paid straight away. Consignment means the buyer lists your bag on your behalf and pays you once someone buys it, minus their commission.

Outright sales pay less overall because the buyer takes on the risk of holding stock. Consignment pays more but the money arrives on the buyer's timeline, not yours.

Every legitimate buyer in London will check your bag before releasing funds, and this can take up to two days. A firm that offers to skip that step is a warning sign, not a convenience.

Comparison at a glance

Buyer	Location	Best for	Model	Payment speed
Suttons and Robertsons	Victoria, South Kensington, Edgware Road	Fast outright sales, Chanel and Louis Vuitton	Outright and consignment	Same day in store
S&R Jewellers	Victoria	Keeping more of the sale on bags over £3,000	Consignment	Once the bag sells

Sellier	Knightsbridge	Hermès Birkin, Kelly and Constance	Outright and consignment	Within three working days
Love Luxury	Knightsbridge	Hermès and Chanel, instant cash	Outright and consignment	Same day
Sign of the Times	Chelsea	A broad range of designer labels	Consignment	Monthly, after the sale

1. Suttons and Robertsons



Photo: Phil Ledwith via Pexels

Best for: a fast outright sale, particularly Chanel and Louis Vuitton.

Trading since 1770 and regulated by the Financial Conduct Authority, this is one of the longest established luxury buyers in the city. There are three London showrooms, on Victoria Street, in South Kensington and on Edgware Road.

The buying process is built around speed. Specialists assess your bag in person, and every purchase goes through an authentication check that can take up to 48 hours before the sale completes. A direct sale returns up to 60% of your bag's resale value.

For sellers who want to **sell your designer handbag** without waiting weeks for a buyer to appear, an outright purchase removes the uncertainty entirely. You get a figure, you accept or decline, and that is the end of it.

They buy Chanel, Hermès, Dior, Prada, Louis Vuitton, Fendi, Bottega Veneta and Saint Laurent, with dedicated valuation pages for each. If you cannot get to London, a free insured courier service collects from anywhere in the UK, with funds typically arriving within 24 to 72 hours.

2. S&R Jewellers



Photo: Yigithan Bal via Pexels

Best for: consigning a higher value handbag.

Based in Victoria, S&R Jewellers runs the consignment side of the same group. Rather than buying your bag outright, they market it through their showroom and online platform, handling photography, enquiries and the sale itself.

Commission is 20%, so you receive up to 80% of the agreed sale price once a buyer is found. Against the 60% ceiling on an outright sale, that moves 20 percentage points of the final price back to you, which on a £5,000 bag is around £1,000.

Consignment applies to handbags valued above £3,000. If your bag sits below that threshold an outright sale is the realistic route, and the group handles that side too.

3. Sellier



Photo: Pixabay via Pexels

Best for: high value Hermès pieces.

Sellier's Knightsbridge store has built its reputation almost entirely on Hermès. Birkins, Kellys and Constance bags move through the shop daily, and the team behind the counter has over 30 years of experience with the brand.

Selling is straightforward. You send photographs and a condition description, a valuer responds within 24 hours with a price, and you then drop the bag at the store or arrange collection. Once authentication clears, funds reach you within three working days.

They take bags on consignment as standard but will buy outright if you want cash sooner. They also handle Chanel, Louis Vuitton and Dior, though Hermès is where they are strongest.

4. Love Luxury



Photo: Jalmar Tõnsau via Pexels

Best for: Chanel and Hermès when you want money today.

Founded by Adam and Emily Abraham, who bring more than 15 years in pre-loved luxury, Love Luxury runs a boutique on Beauchamp Place in Knightsbridge. The model is built around speed, with same day appointments, valuations on the spot and payment as soon as you accept.

They take bags on consignment as well as buying outright, with commission starting at 12% on qualifying pieces. Worth asking which rate applies to your bag, since starting rates usually attach to specific brands or values.

You can start the process over WhatsApp by sending images and a short description, which saves a trip across London if you only want a rough figure first.

5. Sign of the Times



Photo: Jan van der Wolf via Pexels

Best for: a wide range of designer labels beyond the big three.

Trading on Chelsea Green since 1976 and now at 5 Elystan Street, this is London's original resale boutique and it accepts far more labels than the Hermès and Chanel specialists. Gucci, Prada, Fendi and Louis Vuitton all sell here, alongside contemporary brands.

The Chelsea flagship has a private selling room where a specialist prices your pieces on the spot. Collections can be arranged for larger consignments within 15 miles of the store.

Condition and presentation matter as much here as in the [vintage resale scenes](#) Japan is known for, so bring pieces clean and sale-ready. Anything needing repair is likely to be turned away.

Check the economics carefully before committing. The standard rate is around 50% of the final sale price, rising towards 80% back to you on higher value pieces, and a £30 handling charge applies per bag.

Outright sale or consignment: which actually pays more?

The maths is worth doing before you decide. Take a £5,000 bag sold through a buyer offering 60% outright and an 80% consignment split. Outright returns roughly £3,000 straight away, while consignment returns around £4,000 once a buyer appears.

That £1,000 gap is real money. The question is whether you are willing to wait an unknown number of weeks for it, and whether your bag clears the minimum value threshold that some consignment services apply.

Those splits are not standard across the city, though. Some boutiques keep around half the sale price, so confirm the rate in writing before you hand anything over.

If you need funds by a specific date, outright wins. Otherwise consignment usually returns more, provided the rate is competitive.

How to get the best price for your bag

Keep the condition as close to new as possible

Buyers look at corner wear, scratches on the hardware, marks on the lining and any loss of structure. Bags showing heavy wear are often declined outright rather than simply valued lower.

Find the original packaging and paperwork

The box, dust bag, authenticity card and receipt all add value. A complete set gives the next buyer confidence and gives you a stronger negotiating position.

Never attempt repairs yourself

Repainting edges, home cleaning or replacing parts can reduce value significantly. Unauthorised work also complicates authentication, which may cost you the sale entirely.

Get more than one valuation

Offers vary between buyers, particularly for less common brands and models. Two or three quotes take an afternoon to gather and can be worth hundreds of pounds.

Conclusion

The right buyer depends almost entirely on what you value most. If speed and certainty matter, an outright sale from an established London specialist is the cleaner option and you will walk away with money the same day.

If your bag is valuable and you can afford to wait, consignment will return more. Whichever route you take, gather a couple of valuations before you commit, because the difference between the first offer and the best one is rarely small.

Frequently asked questions

Where can I sell a designer handbag in London for cash the same day?

Several London specialists offer same day payment for handbags sold outright, including buyers in Victoria, South Kensington and Knightsbridge. You will usually need to visit in person with the bag, and payment is released once authentication is complete.

How much is a second hand Chanel or Hermès bag worth?

Value depends on the model, condition, materials and current demand rather than the original retail price. Outright offers commonly reach up to 60% of resale value, while consignment splits differ sharply between buyers, so compare rates first.

Can I sell a designer handbag without the receipt or original box?

Yes. Original packaging and paperwork improve your final offer but they are not essential, because

every reputable buyer authenticates the bag independently. Expect a slightly lower figure than you would achieve with a complete set.

Is consignment better than selling outright?

Consignment usually returns more money but you wait until a buyer is found, and some services set a minimum value threshold. An outright sale pays less overall but the funds are yours immediately, which suits anyone selling to a deadline.

Photo: Mathias Reding via Pexels

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