



THE ECONOMIC TIMES

DUAVIVO Brings Pre-Owned Luxury Accessories In-Store And Online



Mehal Kejriwal

was a problem in many other households too and that is the genesis of DUAVIVO.

A concept quite popular in the UK and USA already, Kejriwal was curious to see how it would work in the Indian market. But setting it apart, she says it's a shopping experience that saves you money. "DUAVIVO is not just any other brand. Who would have thought saving money on a Louis Vuitton bag or a Rolex watch was possible," says the co-founder who's one of the lucky ones to have found out the direction of her life at such an early stage.

While it was only a web store, to begin with, DUAVIVO has launched the first experiential brick and mortar store at VR Bengaluru. And it is just about a month old! So if one wanted to touch and feel one's dream product or are worried about the authenticity of buying an expensive and designer merchandise online, the store is the solution. "Our Store is DUAVIVO's biggest USP. It ensures that the seller and buyer can experience the services; the touch and feel of the products that we offer. The store functions on a consignment model which means that the product will be on display

for 90 days. The website is similar to a store and it also works on the customer-to-customer model. Our endeavour is to create a marketplace where a seller and buyer can connect directly. At DUAVIVO the idea of 'Buy, Use and Resell' is the core of our business", says Mehal Kejriwal.

At the store you can expect merchandise ranging from sunglasses and shoes to bags and watches. Currently dealing only with accessories, the starting range is approximately INR 5000 depending on the designer and original price. Most prices are about 50 per cent less than the original value making it quite a steal. Re-indulge in brands such as Louis Vuitton, Prada, Ferragamo, Christian Dior, Gucci, Chloe, Armani, Coach and Tod's among others.

While Mehal herself isn't the most brand conscious and does not drool over luxury indulgences, she says her Mother has taught her much. "I do see some attractive products but, I still don't see whether I should spend so much money on it, especially at this stage of my life," she explains, and that belief clearly resonates with the brand she's created. Perhaps in the future she'll grow fond of the stuff she's selling? "I believe in earning and then indulging. I want to work hard, create something exceptional, then owning these luxury pieces would give me great satisfaction," says the 20-year-old

The Second hand Luxury market in India is still in its early stages. But is showing huge growth potential with brands like DUAVIVO entering the markets.

Started by 20-year-old Mehal Kejriwal, DUAVIVO is touted to be one of India's first online platform and experiential store where one can buy and sell authenticated pre-owned luxury products. The literal meaning of DUAVIVO is 'Second Life' and that is exactly what they offer.

Bringing together an exuberant community of luxury lovers, the site, and now the store in VR Bengaluru, DUAVIVO promises absolute confidentiality, curates, authenticates and resells pre-owned luxury accessories of various well known international designer brands.

Telling us how the idea struck, the young budding entrepreneur says it all began from an everyday problem at home. "My mother is very fond of shopping and loved stocking her high value products. With changing trends, she would buy more products and the old luxury products would not be used. Storage became a problem too," states Kejriwal. This led her to think of a solution which she presumed



VR Bengaluru, GF02, Whitefield