


# Ex-eBay Engineer Launches Expert and AI-Powered Handbag Authentication and Sneaker Legit Check Service

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In the booming world of preloved luxury, spotting a fake handbag or pair of sneakers has become a high-stakes challenge. Enter Legit App, a game-changing authentication service. Founded in 2019, by KaKit Chen, a sneakerhead and former eBay software engineer, Legit App is redefining high-end handbag and sneaker authentication with expert precision and cutting-edge AI.

Counterfeit products have infiltrated the resale market at an unprecedented rate. Superfakes, crafted with the same materials (and often even in the same factories) as authentic items, have flooded the luxury goods market in recent years, with estimates suggesting the total value of counterfeit luxury goods now exceeds $30 billion annually. This glut of top-tier fakes can deceive even savvy buyers. High-profile incidents, such as Nike?s public disputes with platforms like StockX over the sale of fake sneakers, illustrate the magnitude of the problem. Such challenges have underscored an urgent need for trusted, independent authentication services that can help protect consumers from falling victim to sophisticated counterfeit schemes.

In 2017, KaKit Chen was a software engineer at eBay. He found himself scammed out of thousands of dollars on Facebook Marketplace, expecting a pristine pair of Air Jordan 1 Chicago but receiving a highly convincing fake instead. ?That betrayal lit a fire,? Chen recalls. With $200,000 from selling his first e-commerce platform startup, he launched Legit App Authentication to shield the luxury community from counterfeits. His vision: an independent platform blending AI with professional authenticators for unmatched handbag authentication and sneaker legit checks.

Starting in a small Vancouver office, Legit App faced many early struggles, with the painstaking authentication process often taking 12 hours or more. Recognizing the demand for faster, round-the-clock service?driven by customers wanting to trade in person sometimes?Chen?s team invested heavily, expanding the authenticator team to ensure 24/7 availability and pioneering AI integration, slashing authentication time to a market-first 10 minutes, a feature that has since become a hallmark of the Legit App experience.

This revolutionary shift in processing time ignited a phase of explosive growth. Today, Legit App boasts over 2 million users and has completed more than 3 million authentication cases. With daily verifications processing between 2,000 to 3,000 items, the company has established operations in major hubs such as Vancouver, Hong Kong, and Shanghai, solidifying its position as the world?s leading authentication solution for luxury and sneakers.

Legit App?s secret weapon is its multi-layer authentication process that combines expert authenticators with AI technology, boasting a 99.999% accuracy rate. Trained on millions of real and fake item images in collaboration with the Hong Kong University of Science and Technology, the AI catches flaws?such as irregular printing patterns or slight differences in material texture?that humans might miss sometimes. Paired with seasoned authenticators, this technology delivers bulletproof luxury authentication services for handbags, sneakers, and more.

The global preloved luxury market is witnessing extraordinary growth. With sales reaching $37.2 billion in 2024 and forecasts predicting a rise to $77.8 billion by 2033?at a compound annual growth rate (CAGR) of 8.5%?the need for reliable authentication has never been more pronounced. Many consumers are turning away from traditional platforms whose verification methods may fall short of today?s rigorous standards. Instead, they turn to Legit App to authenticate their items upon receipt, relying on its speed, trust, and precision for every Chanel flap bag or rare pair of Nikes and Jordans.

Legit App is expanding its reach with new partnerships and upgraded services. The company is set to work with customs, partner with marketplaces and resellers, while opening regional offline centers to better serve local markets. In addition to its fast authentication services, Legit App is also committed to education.

Through AuthClass, users can take online educational courses on authentication practices, empowering both buyers and sellers to discern authentic items from replicas on their own.

At its core, Legit App is committed to maintaining trust and transparency in the luxury goods industry, boosting consumer confidence around the world. For more information about Legit Luxury Authentication, prospective users can check out the company's website at legitapp.com. The mobile app is available for download on both the App Store and Google Play, providing immediate access to authentication services.
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**Legit App Limited**

*Legit App: World's leading authentication solution for luxury items. Our expert team and AI technology provide reliable verification for handbags, sneakers, watches and designer products. Trusted by millions worldwide.*

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