

INTERNET

Vestiaire Collective personalizes consignment using misconnection strategy

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Promotional image for Vestiaire Collective's *The One That Got Away* service

By JEN KING

French luxury resale Web site Vestiaire Collective is offering a new retail service focusing on consumers' shopping misconnections.

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Using a take on Craigslist's Missed Connections section that lets users share stories of missed opportunities, romantic and otherwise, in hopes of contacting that individual, Vestiaire Collective's limited-time service helps consumers find a luxury good that they were unable to purchase when it was originally in season. "The One That Got Away" is a new six-week feature that will help Vestiaire Collective members search for rare luxury goods through its resale community.

"We decided to run a six-week trial of the service as a fun campaign in the run up to the holiday season," said Fanny Moizant, co-founder of **Vestiaire Collective**. "Everyone is either searching for something for themselves or a perfect gift for a loved one, could there be a better way to treat a loved one by giving them their 'one that got away' rather than buying something off the peg?"

"We're interested to see how the trail goes, we would definitely consider bringing it back as a permanent feature if it proves to be popular with the public," she said. "The new service takes the Vestiaire concept of wardrobe sharing to a new level. Its not just about members selling pre-owned pieces anymore, its also about our 4 million members connecting to help fulfill each others fashion desires.

"For me this is really helping to strengthen the sense of community amongst our members. Clients can comment on each others wishes and share their stories about their wanted items."

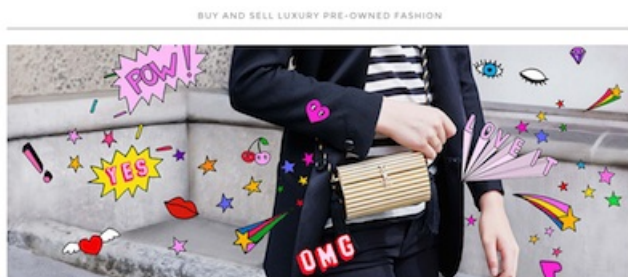
All's not lost

As the resale and vintage luxury goods market continues to grow and consumers show an interest in acquiring unique pieces, The One That Got Away service will allow individuals to source exceptional pieces for a highly curated wardrobe.

This is especially true due to the outpouring of limited-edition and rare pieces being produced by luxury houses. There are a number of consumers who undoubtedly miss out on purchasing limited and special release goods due to the small amount created, items that are location based or just missing the purchasing window before an item sold out.

Vestiaire Collective's The One That Got Away service is available for a limited time, Oct. 20 through Nov. 20, just in time for holiday shopping. The service may be useful for consumers searching for a thoughtful gift if they are aware of a friend or loved one's misconnection with a fashion find, or just a present that will be uncommon among peers.

"Imagine the item that you wanted a few seasons ago only for it to sell out, then you discover it sitting under the tree for you this Christmas?" Ms. Moizant said. "Wouldn't that be a great gift? Or imagine the face of your loved one when they unwrap the item they've always wanted but never been able to find? That's some serious brownie points this Christmas."



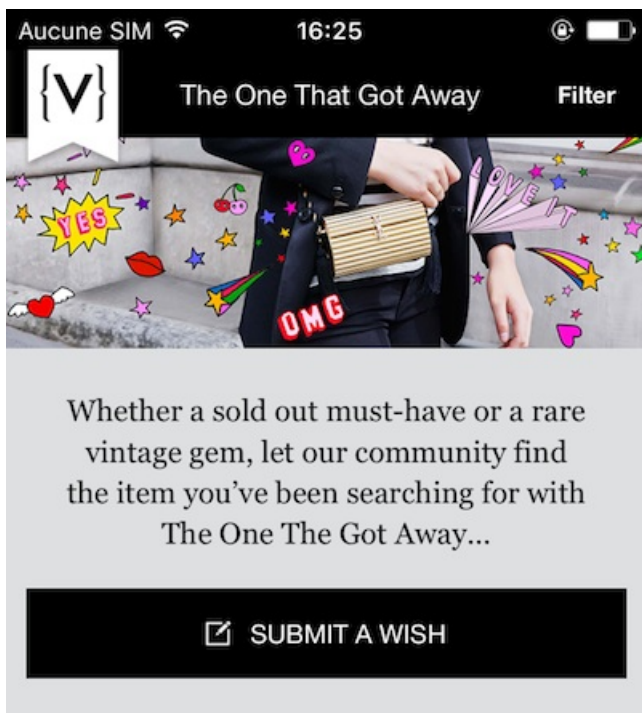
THE ONE THAT GOT AWAY

Web opener for Vestiaire Collective's The One That Got Away service

The service is available to Vestiaire Collective's 3.5 million users and will help find "long-lost-loves" by alerting potential sellers to the items community members are searching for. To search for an item, Vestiaire Collective has made the process easy, with only three steps.

Once the member logs in on the homepage they will select The One That Got Away service to fill out a "submit a wish form." The form includes a field for product details and an image of the desired item.

Next, the submission will be processed and will appear on Vestiaire Collective's community pin-style board. Accessible to all Vestiaire Collective members, the board will allow the community to view the items others are searching for.



Magali
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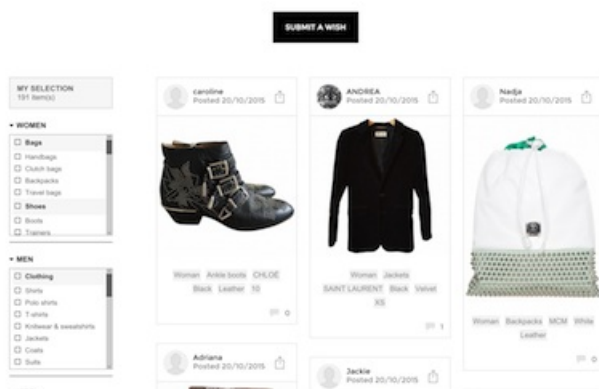


The One That Got Away service accessible via mobile device

It is through the board that potential sellers will spot pieces they have in their closets. If they are willing to sell, they can select the "sell it" button and submit the item for sale. When this occurs, the searcher will be notified of the match once the item in question has been authenticated by Vestiaire Collective to safeguard the purchase.

Within The One That Got Away section on its Web site, Vestiaire Collective has testimonials from fashion insiders such as stylist of Vogue UK contributing editor Bay Garnett and fashion consultant Anne-Sophie Mignaux speaking about pieces that they missed out on, adding another level of authenticity to show that this happens to even the most fashionable consumers.

Since going live, The One That Got Away has received wish submissions for Prada handbags, Chanel flats, boots from Chloe, tops by Gucci and accessories from Louis Vuitton and Cartier, among many others.



Items featured on The One That Got Away board

On a weekly basis, Vestiaire Collective receives 15,000 item submissions, of which 70 percent are accepted for inclusion on its Web site. Each day, Vestiaire Collective posts 1,500 new items on its site to ensure members have an exciting shopping experience each time.

Peek inside your closet

Vestiaire Collective has sourced goods from others' closets before.

Last November, Vestiaire Collective celebrated its fifth anniversary with help from 50 fashion personalities.

Famous names from the film, publishing and fashion worlds each donated an item from their own closets for Vestiaire Collective's StyleCycle event, a special sale to raise money for charity. The sale coincided with the social shopping site's United States launch, allowing it to build interest among American consumers as it enters the new market ([see story](#)).

The authentication of items found on Vestiaire Collective is essential to its business model and is a vital aspect of pre-owned luxury goods, no matter the sector.

With the speed and ease of online shopping, we have the ability to order anything and everything from takeout to designer handbags. Unfortunately, the same ease of shopping and accessibility that online buying and selling provides has also introduced a world of fraud and counterfeit items brought to market.

To the untrained eye, counterfeit items may appear authentic, especially on a computer screen ([see story](#)).

Taking a community approach to luxury consignment is likely to strengthen Vestiaire Collectives relationship with its members.

"Everyone has an item that they regret not buying, whether it sold out too quickly, it was too expensive or it just passed them by," Ms. Moizant said. "Vestiaire is here to be the matchmaker as one woman is looking for an item there's guaranteed to be another one who's willing to sell the same piece.

"Our members are all stylish women so it will be great to see if there is a trend in the items we're all searching for," she said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

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