

RETAIL

Vestiaire Collective debuts global fashion campaign

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Vestiaire Collective's first campaign debuts ahead of Paris Fashion Week. Image credit: Vestiaire Collective

By DANNY PARISI

Online consignment marketplace Vestiaire Collective is inserting itself further into the fashion conversation by screening its debut campaign during Paris Fashion Week.

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Vestiaire makes its business selling pre-owned items of designer and high-end fashion, but the consignor is hoping to ingratiate itself further into the world of luxury through this new campaign. The campaign takes the form of a photo shoot as well as digital video to play on the retailer's social media channels and on television.

High fashion

The fashion resale market is huge as the high-quality goods tend to last and retain their value long after the season in which they debuted.

Because of this, resellers such as Vestiaire Collective and The RealReal have become a significant force in the fashion world, beginning to take on the kinds of marketing campaigns usually reserved for the brands and retailers that make the clothes they sell.

Vestiaire Collective is the latest fashion reseller to become a part of this trend with the release of its new Paris Fashion Week campaign. Paris Fashion Week began Sept. 26 and will wrap Oct. 3.



Vestiaire's new campaign. Image credit: Vestiaire Collective

The campaign sees the reseller recruiting big names from the fashion world for a photo shoot and digital video spot that will air across social media and TV in 11 global markets.

France, the United States, the United Kingdom, Italy, Germany, Spain, Scandinavia, Hong Kong and Australia will all see the new campaign which features supermodels Lexi Boling, Paul Hameline and up-and-coming Japanese model Manami Kinoshita.

The consignment retailer's first campaign comes just after the announcement that it has secured \$65 million in investment funds as well as a month before Vestiaire opens its first boutique in the heart of Paris.

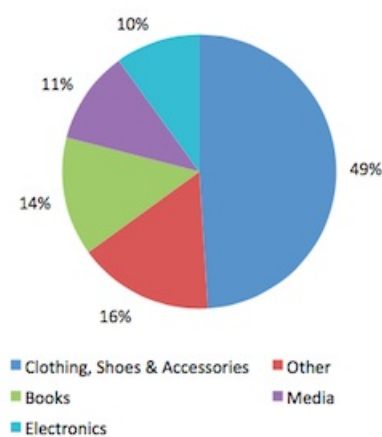
Resale surge

Vestiaire Collective branching out into high production value fashion campaigns should not be surprising to anyone who has been paying attention to the rise of fashion resellers.

The fashion market category that relies on consigning high-end apparel and accessories is witnessing a period of enormous growth, outpacing the full-price segment of its industry by 20 percent, according to a report from Fung Global Retail & Technology.

The entire resale industry is expected to grow from \$18 billion in 2016 to \$33 billion by 2021. The "Fashion Re-Commerce Update" report digs into exactly how and why this sector has been taking off ([see story](#)).

Figure 1. US Resale Market by Segment (%)



Source: ThredUP/Fung Global Retail & Technology

Fashion dominates the resale market. Image credit: Fung Global

Vestiaire has also benefitted from working officially with some of fashion's biggest brands.

British fashion label Belstaff is opening up some of its vintage collection to buyers via a partnership with Vestiaire Collection.

Ten of Belstaff's Trialmaster waxed cotton jackets will be up for purchase through Vestiaire Collective's ecommerce site, allowing fans to get their hands on historic versions of the iconic style that remains part of the collection today. This marks the first time Belstaff has sold anything from its archive through a partner ([see story](#)).

Now that Vestiaire Collective is branching out into its own campaigns and working with high-profile brands, expect

the company to continue to grow and become a bigger player in the world of high-fashion.

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