

RETAIL

## Vestiaire Collective rebrands in push that promotes “the new luxury”

October 17, 2018



*Vestiaire Collective's brand campaign. Image courtesy of Vestiaire Collective*

By STAFF REPORTS

Luxury consignment platform Vestiaire Collective is debuting a new brand image that looks to reflect its aspirational take on the increasingly popular resale market.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Launched on Oct. 16, the new look includes a campaign, revamped logo and packaging and updated Web site. The luxury resale market is growing at a fast pace, as both aspirational and existing luxury shoppers turn to secondhand merchandise for economic and environmental reasons.

### Resale rebranding

Working with French agency BETC Etoile Rouge, Vestiaire Collective created a campaign that invites consumers to embrace the secondhand economy.

Atop photos of fashionable models, the campaign includes the tagline "Give your wardrobe a second life. It's the new luxury."

Pinpointing its key regions in Europe and Asia, Vestiaire Collective is running this effort across broadcast, television, print, digital and social media.

"It was very important for us to create something authentic, based on true sellers' insights and revealing strong sellers' typologies," said Delphine de Canecaude, managing director of BETC Etoile Rouge, in a statement.

"More than an aspirational resale site, Vestiaire Collective embodies a new way of luxury and fashion consumption," she said. "And that's what we've tried to convey through this new branding campaign, making this community of buyers and sellers, a community of values."

Along with the campaign, Vestiaire Collective is debuting a new logo, visual identity and Web site design. The ecommerce platform includes a more mobile-friendly interface, as well as integrated editorial content, allowing shoppers to get inspired as they browse.

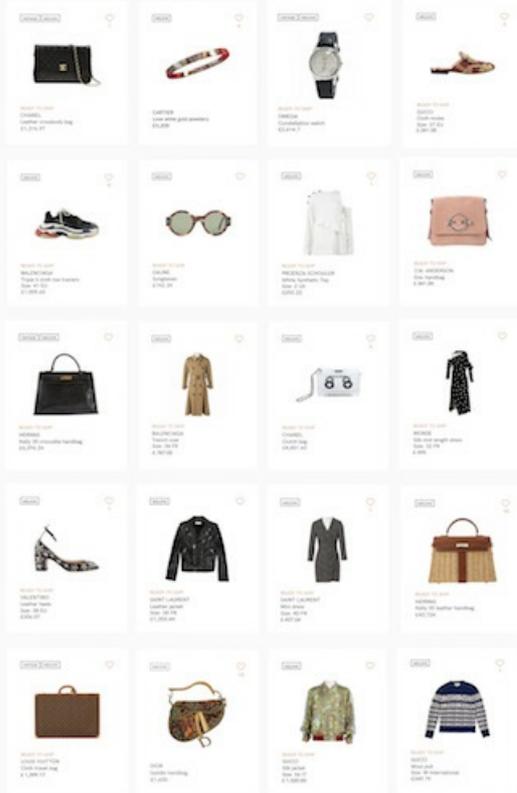




## Style selection



## We Love



SEE ALL WE LOVE

## Start Selling

A new era of smart shopping has arrived. Join the movement and sell what you don't need to our global fashion community.

SEE HOW

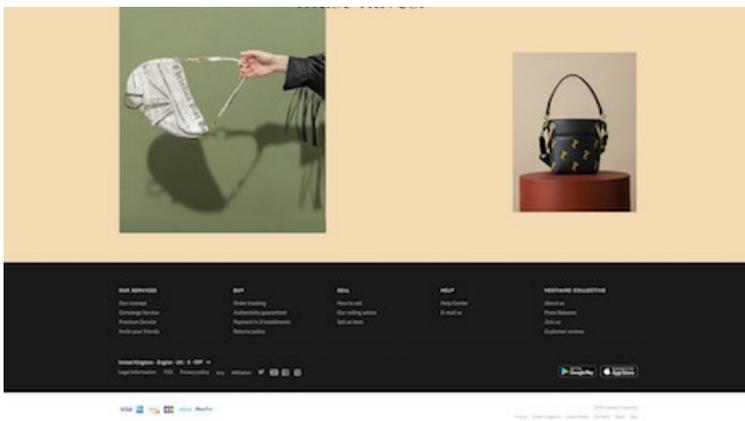


## Crush of the week Cartier watches



## Style guide This season's bags

Our stylists' selection of must-haves.



*Vestiaire Collective's Web site. Image courtesy of Vestiaire Collective*

The new logo will be used for the company's revamped packing, which is fashioned from recycled materials.

"This new ambitious visual direction for the business represents both Vestiaire Collective's DNA and its vision for the future, simultaneously incorporating our understanding of our customer," said Ceanne Fernandes-Wong, chief marketing officer and vice president of EMEA at Vestiaire Collective, in a statement. "Animating the different mindsets of the community and why they sell is key to the campaign's creative, whilst also celebrating Vestiaire's core strength in its ability to source and share the best of fashion culture."



*Vestiaire Collective's revamped packaging. Image courtesy of Vestiaire Collective*

Last January, Vestiaire Collective secured 58 million euros, or \$62 million at current exchange rates, in funding to support future international growth ([see story](#)). Since then, the company has used its funding to expand in Asia Pacific, hire 100 more employees and open a new Paris head office, which is debuting this month.

Vestiaire Collective also inserted itself further into the fashion conversation by screening its debut campaign during Paris Fashion Week last fall ([see story](#)).