

RETAIL

Vestiaire Collective continues its growth with new CEO

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

By STAFF REPORTS

Luxury consignment platform Vestiaire Collective has appointed a new CEO as it continues its growth in the pre-owned market.

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Maximilian Bittner will take over duties from Sbastien Fabre, the cofounder of Vestiaire Collective. Beginning Jan. 1, 2019, Mr. Bittner will help steer Vestiaire with his expertise in international ecommerce.

"I'd like to thank Sbastien Fabre, who together with Vestiaire Collective's teams, has made the company the uncontested European leader and a top global player," Mr. Bittner said, in a statement. "I'm delighted to join this wonderful adventure and am looking forward to seizing, together with Vestiaire Collective's teams, the considerable growth opportunities in the pre-owned luxury fashion market, particularly in the United States and Asia following the company's recent successful launch."

Future of Vestiaire

Mr. Fabre will remain on the company as director, and help steer the company's future strategy.

Previously founder and CEO of Lazada Group, Mr. Bittner left his company in March of this year. Lazada is a significant ecommerce company in Southeast Asia and was recently acquired by Alibaba.

His experience as founder and CEO has given him significant knowledge of working internally and within digital.

"I've led Vestiaire Collective for nearly 10 years, confirming the unique potential of its business model and the pre-owned luxury fashion market and increasing revenue sevenfold in four years," Mr. Fabre said in a statement. "The time has come to introduce a new structure to take our company to the next level and accelerate its international development, with a focus on Asia, one of our key markets."

"I'm delighted to hand the reigns to Maximilian Bittner who brings his considerable experience and in-depth knowledge of Asian markets to Vestiaire Collective," he said. "As Director, I'll continue to work closely with Maximilian and Vestiaire Collective."



Maximilian Bittner, new CEO for Vestiaire. Image credit: Vestiaire

Vestiaire Collective recently debuted a new brand image that looks to reflect its aspirational take on the increasingly popular resale market.

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 ([see story](#)).

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