

APPAREL AND ACCESSORIES

Vestiaire Collective lowers commission rates to up accessibility

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

By STAFF REPORTS

Secondhand luxury platform Vestiaire Collective is dropping its commission rates and prices by about 10 percent in an effort to attract more buyers and sellers.

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With this change, going into effect on April 10, Vestiaire Collective aims to help consignors sell merchandise faster and make luxury merchandise more accessible. As the resale market grows, Vestiaire Collective is looking to be even more attractive.

Revvng up resale

Resale makes up 8 percent of the luxury business today, and the \$292 billion market is set to double by 2022.

Founded in 2009, Vestiaire Collective today has 8 million members who hail from 50 different countries. The platform prides itself on service and authenticity.

The company is now under new leadership, as Maximilian Bittner took over CEO duties from Sbastien Fabre, the cofounder of Vestiaire Collective. Mr. Bittner began on Jan. 1 and is expected to help steer Vestiaire with his expertise in international ecommerce ([see story](#)).

In addition to lowering the commission rate, Vestiaire Collective is capping the commission on high-luxury goods.

"This commission restructure is one of the first major changes I wanted to impact the business since joining Vestiaire Collective at the start of this year," Mr. Bittner said in a statement. "This significant drop in commission will encourage more sellers to the site, knowing they will be able to sell their item at a fast rate whilst also making a strong profit.

"For the buyers, it means they can purchase the desirable pieces they've always wanted at even more accessible prices," he said. "I believe that giving our users more direct value is the most powerful medium to keep them engaged and excited.

"This is a significant moment for Vestiaire Collective as we continue to ensure we remain the most desirable global

resale site for must-have pre-owned fashion."



Max Bittner. Image courtesy of Vestiaire Collective

Last year, Vestiaire Collective 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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