

RETAIL

Vestiaire, flying circular flag, opens permanent store-within-store at Selfridges' London flagship

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Old is new: The Vestiaire Collective shop in Selfridges' Oxford Street store has an edited assortment of vintage, secondhand fashion finds. Image credit: Vestiaire Collective

By STAFF REPORTS

Resale platform Vestiaire Collective today opened its first permanent boutique at British department store chain Selfridges' flagship store on Oxford Street in London, planting a post for the fast-developing circular economy in fashion.

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The move, coming after a two-week pop-up experience last year with clothes drop-off within the same Selfridges store, is 10 years to the date of Vestiaire's founding as a source for consumers to buy and sell pre-owned apparel and accessories.

"We are excited to be partnering with Vestiaire Collective to launch their first physical destination in our Oxford Street store," said Selfridges executive buying director Sebastian Manes in a statement.

"Together we are committed to making the circular fashion system accessible and engaging, complementing our wider fashion offer, as part of Selfridges central Buying Better, Inspiring Change' strategy," he said.

Goes round comes round

Vestiaire's tenancy within Selfridges comes four months after a \$45 million round of funding for international growth.

The round, from investment firm Bpifrance and Vestiaire CEO Max Bittner, will also allow the company to focus on expanding its in-house talent and growing technology within the fashion ecosystem ([see story](#)).

Vestiaire's competitor in the United States is up to something similar, albeit with its own dedicated retail store in New York. In addition, The RealReal earlier this month linked with British fashion house Burberry in a pilot program to encourage consumers to extend the lifecycle of their clothing.

Launched on National Consignment Day Oct. 7, the alliance gives Burberry consumers an incentive to sell their

secondhand garments on The RealReal. This partnership follows a similar collaboration between The RealReal and Stella McCartney, as luxury brands take more responsibility in promoting the circular economy ([see story](#)).

Growing awareness of consumers toward waste in fashion has forced retailers to embrace the resale market and turn a challenge into an opportunity.

Per [Vestiaire](#), extending the life of clothing by an extra nine months of active use can each reduce carbon, waste and water footprints by around 20 percent to 30 percent.

A dedicated resale point where customers can deposit items through the Selfridges concierge service and the Vestiaire Collective app in real time will support the bricks-and-mortar move. The boutique is in Designer Studio on 3 at Selfridges London.

VESTIAIRE'S FIRST [offering of 200 pieces](#) includes a selection of 10 rare vintage finds, sourced exclusively for Selfridges and from fashion brands such as Gucci, Paco Rabanne, Maison Martin Margiela, Claude Montana and Gianni Versace.

"This innovative partnership with Selfridges London celebrates a pivotal moment for resale and the retail industry," said Vestiaire CEO Max Bittner in a statement.

"Responding to changes within the consumer landscape, this partnership aims to raise awareness of the importance of circular fashion in order to drive positive long-lasting change in the fashion ecosystem," he said.

Vestiaire Collective cofounder Fanny Moizant talks about the brand and its Selfridges store

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