

RETAIL

French fashion resale giant Vestiaire Collective brings direct shipping service to US

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After introducing direct shipping to the United States, Vestiaire Collective intends to walk that model to Asia. Image courtesy of Vestiaire Collective

By LUXURY DAILY NEWS SERVICE

French fashion resale platform Vestiaire Collective will May 13 officially launch its direct shipping service in the United States for all orders under \$500.

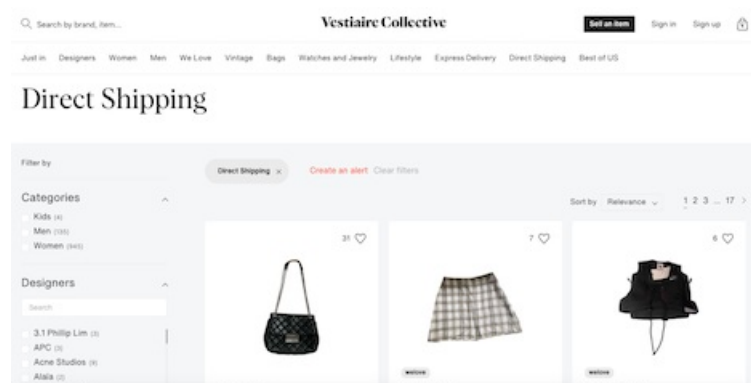
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The move comes three weeks after Paris-based Vestiaire Collective raised \$64 million from existing and new investors to expand globally and enter new markets such as Japan and South Korea ([see story](#)).

Ship shape

Vestiaire Collective will offer free shipping and no additional fees on all direct shipping and no extra fees on all direct shipping purchases.

This giveback gesture takes into account the fact that many Vestiaire Collective sellers rely on resale as a form of income.



Vestiaire Collective will offer free direct shipping and no additional fees keeping the sign of the times in mind. Image credit: Vestiaire Collective

Direct shipping is a major development for the app-first platform since it was founded in 2009 as a means to buy and sell pre-owned fashion apparel and accessories.

For the first time, U.S. buyers can opt-out of physical quality control and authentication at checkout and receive their purchases directly from sellers, Vestiaire Collective said.

The service decreases average shipping costs for buyers by \$20, reduces delivery time by nearly 40 percent and cuts shipping-related carbon emissions.

Initially launched last September in Europe, direct shipping has proven popular with consumers, with nearly 70 percent of all purchases under \$500 choosing to use the service, the company said.

With offices in Paris, New York, London, Berlin and Hong Kong, Vestiaire Collective claims more than 9 million members in 90 countries and 60,000 new items listed weekly to its catalog.



For the first time, U.S. buyers can opt-out of physical quality control and authentication at checkout and receive their purchases directly from Vestiaire Collective sellers. Image courtesy of Vestiaire Collective

VESTIAIRE COLLECTIVE claims it has seen deposits and orders quickly rebound to pre-COVID 19 baselines or, in some cases, above.

The company claims an average increase of 3,000 new listings per day compared to pre-COVID-19 and a 107 percent year-on-year increase in orders.

"During this challenging period, this clearly demonstrates consumer demand for circular business models, both now and looking ahead to the rapidly evolving retail landscape," the company said.