

RESALE

France's Vestiaire Collective debuts virtual summer sales festival

June 9, 2020



Vestiaire Collective is tuning to flash sales, treasure hunts, challenges and contests in a virtual summer festival to drum up sales activity as consumers emerge from the COVID-19 lockdowns and attempt resumption of normal life. Image credit: Vestiaire Collective

By LUXURY DAILY NEWS SERVICE

France's Vestiaire Collective has kicked off its inaugural month-long virtual summer sales festival to increase transactional activity on the resale platform as consumers emerge from COVID-19 lockdowns worldwide.

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Called **Vestiaire Vibes**, the festival will include challenges, contests and deals on contemporary and designer pre-owned apparel, accessories and footwear for women and men.

Through July 5, **Vestiaire Collective** members can [download the app](#) and access challenges and sales such as the in-app Treasure Hunt June 9-10 for a site credit giveaway worth more than \$14,000 and the Tuesday and Thursday 24-hour flash sales featuring brands such as Louis Vuitton, Yves Saint Laurent, Fendi, Acne, Marni and Herms.



Vestiaire Collective's The Dive features an hourly drop of prices over a four-hour period. Image credit: Vestiaire Collective

Another feature is the Dive. Each Friday between 8 a.m. and noon EST in the United States, an edit of 10 items will

have their prices dropped hourly by at least 50 percent.

Finally, Vestiaire Collective members can earn additional site credit by building out their profiles, selling for the first time and adding their favorite pieces to their wish list.

The latest initiative comes almost a month after Paris-based Vestiaire Collective officially launched its direct shipping service in the U.S. for all orders under \$500 ([see story](#)).

That move was enabled three weeks after 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](#)).

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