

RETAIL

Resale platform Vestiaire Collective celebrates Pride with charity campaign featuring own LGBTQIA+ community

June 22, 2020



Vestiaire Collective's top sellers and its own employees are rummaging through their wardrobes to sell pieces from big-name brands, with company commissions donated to Pride causes. Image credit: Vestiaire Collective

By LUXURY DAILY NEWS SERVICE

In the absence of live parades this year, French resale platform Vestiaire Collective is celebrating Pride this year with a charity campaign featuring the company's own LGBTQIA+ community.

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Some of Vestiaire's top sellers and its own employees are rummaging through their wardrobes to sell pieces from Balenciaga, Gucci, Fendi, Yves Saint Laurent and Tom Ford.

All of Vestiaire's commissions from the **sale of those pieces** will go toward the **Marsha P Johnson Insitute**, a U.S. charity supporting the African American transgender community, and **Stonewall**, a U.K. charity supporting LGBTQ+ policies.

meet the sellers

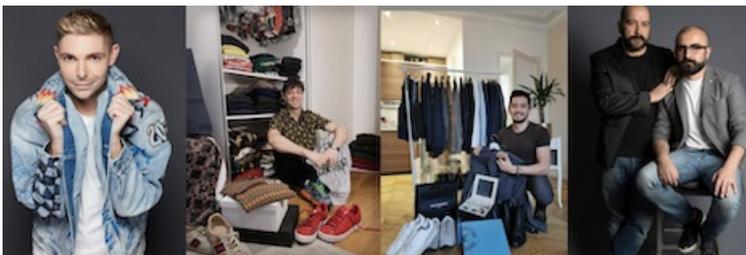


Vestiaire Wear It With Pride sellers. Image credit: Vestiaire Collective

Beaming with Pride

Marsha P. Johnson was a drag queen and activist, and a prominent figure in the Stonewall uprising in 1969 in Manhattan which the queer community began actively fighting the authorities for their right to exist.

Both charities now work on advancing equal rights, with Stonewall transforming LGBTQIA+ laws and legislation, and the Marsha P. Johnson Institute working for the African American transgender community.



Vestiaire Collective sellers and team members participating in Pride effort. Image credit: Vestiaire Collective

Vestiaire will put some marketing muscle behind its Pride effort.

The Paris-based company has partnered with some of our favorite influencers on Instagram to get a competition going to encourage Vestiaire shoppers to show their wardrobes this Pride month.

To enter, shoppers can share their #FabulousVestiaire wardrobe tour via Instagram stories. They can also tell the

company about a cause that is close to their heart that they want to support and why, tagging @vestiaireco.

Vestiaire each day will pick its favorite Instagram post and award the user a 300 voucher to spend with the platform.

[View this post on Instagram](#)

From originals like Jean-Paul Gaultier and Gianni Versace to today's pioneers like Telfar and Alessandro Michele, many designers support LGBTQIA+ rights. Here are our favourites! Find more in stories and via link in bio.

A post shared by Vestiaire Collective (@vestiaireco) on Jun 22, 2020 at 8..

Sharing vibes

The Pride support comes two weeks after 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.

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 ([see story](#)).

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.

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 Vestiaire Vibes 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](#)).

[View this post on Instagram](#)

A post shared by Vestiaire Collective (@vestiaireco) on Jun 21, 2020 at ...

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