

RETAIL

Vestiaire Collective, Alexander McQueen partner to debut brand-approved resale

February 16, 2021



Alexander McQueen spring/summer 2020 runway show. Image courtesy of Alexander McQueen/Chris Moore Catwalking.com

By KATIE TAMOLA

Resale platform Vestiaire Collective is partnering with British fashion label Alexander McQueen to launch a new "brand approved" program, as luxury brands look to become more directly involved with circular fashion initiatives.

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Vestiaire Collective and Alexander McQueen are yet another partnership highlighting the fashion industry's commitment to sustainability and circularity. Through the collaboration, shoppers are invited to sell their preowned pieces and receive a credit to buy new pieces from specified McQueen stores.

"I don't see this trend of luxury brands collaborating with resale platforms slowing down anytime soon, as people are always looking for something whether you're purchasing for yourself, are a stylist looking to infuse your project with new finds or are a brand looking for additional exposure," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"Sustainability is a large issue to tackle and it really focuses on being able to extend the life of goods and to be thoughtful about what is being made from fabrics that are good for the environment, straying from overproducing where demand may not exist and being able to allow others to have the opportunity to enjoy goods that are still marketable even though they are pre-owned or may come from decades ago," she said.

Ms. Smith is not affiliated with [Alexander McQueen](#) or [Vestiaire Collective](#), but agreed to comment as an industry expert.

Sustainability is a priority

Alexander McQueen is the first fashion house to collaborate with Vestiaire Collective on its brand approved program. The fashion house and resale platform are acknowledging the call from consumers for more transparent sustainable practices.

In announcing the partnership, both Vestiaire Collective and Alexander McQueen noted their commitment to promoting a more sustainable fashion industry.

"There is an urgent need to address the way we currently produce and consume fashion," said Fanny Moizant,

cofounder and president at Vestiaire Collective, in a statement. "We are incredibly excited to launch the new service in collaboration with the prestigious house of Alexander McQueen, driving a shared mission to embed circularity at the heart of the fashion ecosystem."

Selected Alexander McQueen consumers will be contacted with the opportunity to sell their pre-owned pieces. The pieces will then be assessed and assigned a buy-back price if the garments are deemed eligible.



By partnering with Vestiaire Collective, Alexander McQueen is embracing circularity. Image credit: Vestiaire Collective

After the pieces are received and authenticated by Alexander McQueen, the brand will give the consumer a credit to purchase new collection pieces from specified McQueen stores.

The program launched in the United Kingdom and France, where each brand is headquartered, on Feb. 16 and will expand to other regions at a later date.

"Having a brand approved program where sellers and customers looking for these items can feel secure in engaging in these transactions is key," Ms. Smith said. "It also encourages those who have these goods, whether they are the brands directly or curated groups who have access to these items, to come to these programs."

As COVID-19 continues to accelerate the growth of ecommerce, it is becoming even more beneficial for brands to ensure product authenticity ([see story](#)). Every piece accepted to the McQueen by Vestiaire Collective will each have its own NFC tag which will give interested buyers confirmation of the piece's authenticity.

The collaboration's offerings will be exclusively available to purchase on the "brand approved" page on the Vestiaire Collective ecommerce site. Shoppers can download the Vestiaire Collective App or visit vestiairecollective.com to see available products from the collaboration.



Alexander McQueen spring/summer 2020 runway show. Image courtesy of Alexander McQueen/Chris Moore Catwalking.com

"We are confident that our customers will be equally excited to take part in an initiative that challenges a linear economy and sets a new and more sustainable standard for the future," said Emmanuel Gintzburger, CEO of Alexander McQueen, said in a statement. "We hope many houses will follow because to have an impact at scale, we need to act collectively."

According to a recent study by Boston Consulting Group (BCG) sponsored by Vestiaire Collective, the global secondhand market will likely grow 15 to 20 percent over the next five years. The thriving pre-owned market encourages hopes of consumers to own fewer, higher-quality items, to reduce overconsumption and to take better care of what they own ([see story](#)).

The call to sustain

The Vestiaire Collective brand approved program comes on the heels of other collaborations between resale platforms and luxury labels, as brands attempt to highlight their sustainability efforts.

Last year, resale platform The RealReal partnered with Gucci to set up an online shop featuring pre-owned Gucci pieces from past collections. ([see story](#)). In 2019, U.S. leather goods house Mark Cross debuted a brand-operated vintage platform resale site with items dating back before the 1990s. ([see story](#)).

Brands are quickly realizing that implementing resale options is good business practice.

Nordstrom joins other luxury brands and retailers in highlighting the company's priority to sustainability. Despite a decrease in fashion purchasing during the COVID-19 crisis, consumers are realizing secondhand shopping is a more affordable and sustainable way to find high-quality exclusive items ([see story](#)).

These partnerships continue to prove mutually beneficial, with brands able to attract returning consumers and consumers able to shop secondhand while feeling that their values are being recognized.

"The idea of having Alexander McQueen, especially if they are pieces from collections that were made by the namesake himself, creates such a level of excitement, as there is an element of scarcity and the thrill of the find," Athleisure Mag's Ms. Smith said. "With luxury designers reassessing their bottom line and for those that may be at a higher price point but may not have been around for as many years as heritage houses, this is a great way to make sound fiscal decisions so that they can continue to maintain their presence."