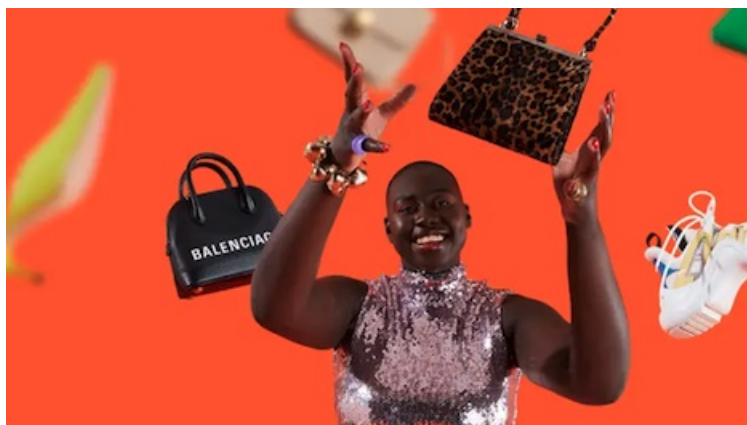


APPAREL AND ACCESSORIES

Vestiaire Collective fights fashion waste in philanthropic push

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Vestiaire Collective is helping fund a textile recycling lab. Image credit: Vestiaire Collective

By LUXURY DAILY NEWS SERVICE

Luxury resale platform Vestiaire Collective is fighting fashion waste with a new initiative ahead of Earth Day on April 22.

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Through the "Collective For Change" campaign, the platform will make a donation to **The OR Foundation** for every new item listed on the Vestiaire Collective mobile app from April 17 to April 25. The effort promotes Vestiaire Collective's circular model while drawing attention to fashion's impact on the planet.

"The current pace of fashion production puts too much pressure on our people and planet," said Dounia Wone, chief sustainability officer at **Vestiaire Collective**, in a statement. "There's more clothing out there than humanity will ever need, and so much waste along the value chain.

"It's our collective duty to stop this race to the bottom," she said. "Every secondhand item reduces this pressure on our environment."

Collective for Change

Vestiaire Collective will donate up to \$24,000 to The OR Foundation through the initiative.

The U.S. and Ghana-based nonprofit is currently raising \$250,000 to fund a textile recycling lab and food sovereignty program for the Kantamanto community. As part of the secondhand clothing economy in Ghana, many in the Kantamanto community work physically demanding jobs for little support.



By extending the lifecycle of clothes, Vestiaire Collective can help reduce textile waste. Image credit: Vestiaire Collective

"We can all do our part by approaching sustainability as a culture, as a way of life, and not as a product," said Liz Ricketts, cofounder and director at The OR Foundation, in a statement. "We can acquire clothing worthy of care, worthy of many lives and worthy of one another as mutual actors within a circular economy.

"Most importantly we must prioritize justice for the people and the ecosystems who are too often forgotten in fashion's long chain of supply and demand," she said. "This is why I am incredibly grateful for Vestiaire Collective's commitment to recirculate quality pieces, for speaking up about overproduction and for tangibly supporting communities that have borne the brunt of fashion's linear economy for far too long."

Vestiaire Collective is further encouraging shopper participation in the program by entering each listing into a raffle for a \$1,000 credit to the site with the idea that the more items listed, the larger the donation to The OR Foundation.

Amid the COVID-19 pandemic, more consumers have become proactive about supporting sustainable businesses.

Since March 2020, Vestiaire Collective has seen 120 percent growth in global listings. Sustainable brands such as Stella McCartney, Vivienne Westwood and Marine Serre are the most searched by the platform's members.

A combination of value-driven practices and technological innovation has led to a surge of platforms and services dedicated to supporting brands and consumers looking to embrace the secondhand luxury market. The fashion resale market is one of the fastest growing sectors in the retail industry, and is expected to reach \$44 billion by 2029 twice that of fast fashion ([see story](#)).

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