

APPAREL AND ACCESSORIES

## Vestiaire Collective taps Ganni for first singular-brand partnership

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*The four Ganni girls, faces of the new campaign with Vestiaire Collective. Image credit: Ganni*

By LUXURY DAILY NEWS SERVICE

Luxury resale platform Vestiaire Collective is partnering with Danish ready-to-wear clothing brand Ganni, marking the first time the platform has teamed with a single brand.

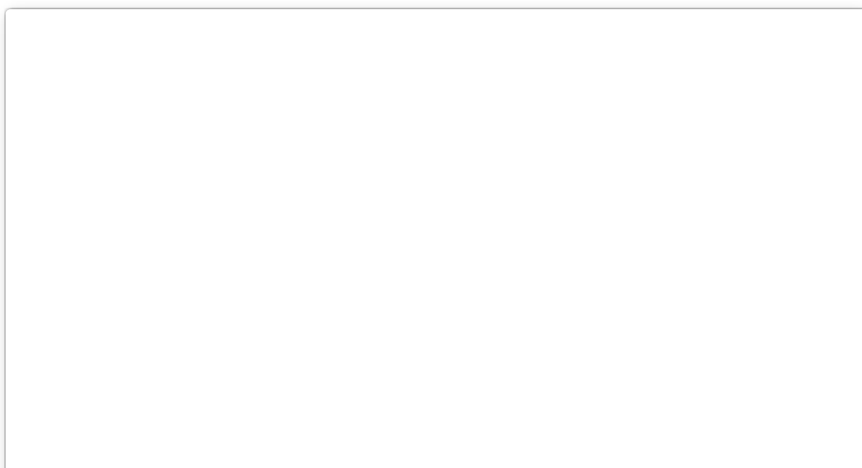
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The collaboration, Ganni x Vestiaire Collective Old + New = Now, has launched with a four-part video series, is an ode to merging classic and contemporary fashion. The campaign will spotlight the Ganni Girls community and augment awareness on many ways that fashion can be sustainable.

### Ganni x Vestiaire Collective

In the new campaign, four public figures represent the GanniGirls community, a group that communicates and shares insight into sustainable fashion using the hashtag #GanniGirls. The four Ganni Girls participating are Danish models Caroline Bille Brahe and Chili Dia; the musician Flame Faire; the model, interior stylist and creative director Christine Sofie.

The campaign includes interviews with the four Ganni Girls and a series of photos.



[View this post on Instagram](#)

A post shared by Vestiaire Collective (@vestiaireco)

The video series is available on the Vestiaire Collective Instagram page and app as well as Ganni YouTube page. All of the looks featured in the video are available for purchase.

Consumers can also shop Ganni products on its specific landing [page](#) on the Vestiaire Collective website.

This is just one of the latest indications of the prevalence of circular fashion.

In the wake of the COVID-19 pandemic, luxury shoppers are continuously seeking certain elements from brand offerings, with sustainability, value alignment and circularity at the top of the list.

Although the pandemic adversely affected all areas across the luxury sector, many consumers are continuing their frequent ecommerce practices and are excited to return to stores. In a new report, global analytics company Analytic Partners highlights how the continued rise of the secondhand market and sustainability are crucial to luxury's recovery ([see story](#)).

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