

APPAREL AND ACCESSORIES

Valentino promotes circularity with latest vintage resale project

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Shoppers can send their vintage Valentino pieces to select resale stores. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion house Valentino has launched a new vintage resale project, encouraging consumers to participate in a circular, more sustainable fashion industry.

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Valentino Vintage is split into two phases, with phase one inviting customers to send in vintage Valentino items to select stores until the end of this year. With the project, the label hopes to repurpose its designs and products from the past and give them new life for the future.

Valentino Vintage

From now until the end of 2021, customers may access the contact page of the vintage stores participating in the initiative and request an appraisal of their Valentino garment.

The participating vintage stores and their corresponding Valentino boutiques include: Madame Pauline Vintage and Valentino Milano Montenapoleone in Milan; New York Vintage and Valentino Soho in New York; Resurrection and Valentino Beverly Hills in Los Angeles; LAILA Tokio and Valentino Ometesando in Tokyo.

[View this post on Instagram](#)

A post shared by Valentino (@maisonvalentino)

To activate the digital appraisal of their garment by their selected vintage store, customers must send a photo of the pieces. If the appraisal is positive, the customer will be invited to set up an appointment offering a price range for the garment.

If they choose to, the customer may go to the appointment at the vintage store where the definitive appraisal will be made and, if they accept the valuation, they will receive a credit for that amount.

The credit can be used as a voucher to spend in the Valentino boutique associated with the selected vintage store.

Phase two begins in January 2022, where the specific vintage stores will start selling a curated selection of vintage Valentino pieces.

Between the COVID-19 pandemic and various environmental crises, consumer interest in sustainable fashion consumption has dramatically evolved, launching the resale market into hyperdrive.

What originated as hand-me-downs or thrift finds, secondhand fashion is now making waves within the luxury space as brands and retailers such as Gucci, Alexander McQueen, Mytheresa and, now, Valentino invest in consignment and rental platforms and initiatives.

As sustainability continues to drive the industry and its consumers, circular fashion is poised to stick ([see story](#)).

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