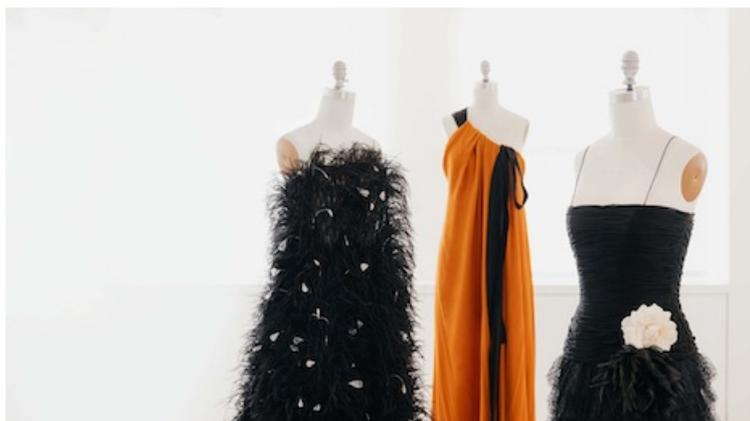


APPAREL AND ACCESSORIES

## Oscar de la Renta debuts resale platform with vintage specialty

November 24, 2021



*Oscar de la Renta Encore is a curated vintage marketplace. Image credit: Oscar de la Renta*

By LUXURY DAILY NEWS SERVICE

U.S. fashion label Oscar de la Renta is the latest brand to enter the resale space, hoping to capitalize on a growing market segment in luxury.

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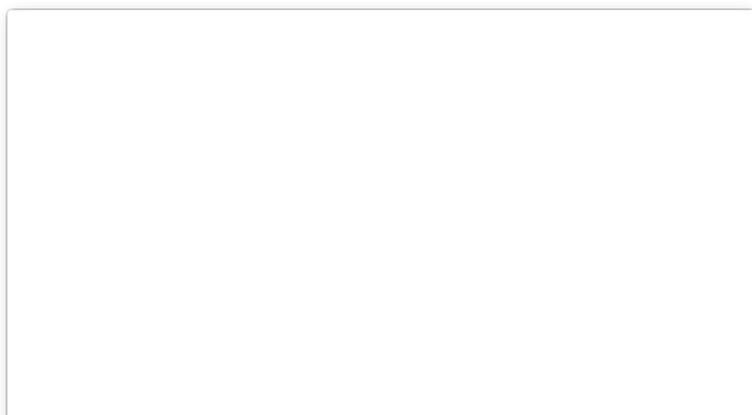
**Oscar de la Renta Encore** puts a unique spin on secondhand luxury, with a curated selection from the archives of collectors, clients and vintage boutiques. The pieces which have been authenticated and reconditioned at the maison's atelier are now available for purchase on an ecommerce platform.

"Encore by Oscar de la Renta provides a sustainable alternative for dressing today extending the life and utility of exceptional heritage pieces," the brand said in an Instagram post.

Shoppable archive

Launched on Nov. 22, Oscar de la Renta Encore offers one-of-a-kind gowns dating from 1968 to 2020. The vintage marketplace is currently only available to shoppers in the U.S.

Prices range from \$590 for a crepe tie dyed, ribbon cut dress from the 2010 resort collection to \$7,900 for a strapless feather gown from pre-fall 2019.



[View this post on Instagram](#)

A post shared by Oscar de la Renta (@oscardelarenta)

### *Oscar de la Renta debuted a new resale marketplace*

Other unique pieces, such as a beaded butterfly bodice gown worn by Jerry Hall for the fall 1979 runway show, have already sold. Certain items will be sold through an auction process, but most are available on a "buy now" basis.

The platform, managed by full-service resale company Archive, also includes authorized sellers offering vintage jewelry.

Sellers can receive payment as cash or store credit, with an option to donate their proceeds to one of Oscar de la Renta's charitable partners: Habitat for Humanity, Dress for Success, World Central Kitchen or The Colleagues.

More luxury brands and retailers are entering the secondhand arena with owned platforms, hoping to get a share of the fast growing category currently dominated by third-party players.

In October, online retail group Yoox Net-A-Porter announced a partnership with resale technology provider Reflaunt to launch a new luxury resale platform. The service will initially launch on Net-A-Porter, followed by Mr Porter and The Outnet in early 2022 ([see story](#)).

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