

APPAREL AND ACCESSORIES

## Luxury fashion continues full-speed in circular direction

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*Yoox Net-A-Porter welcomes menswear into the pursuit of a sustainable fashion industry through Mr Porter Resell. Image credit: Mr Porter*

By NORA HOWE

As more luxury fashion retailers and brands incorporate circular business models, such as resale and upcycling programs, they are beginning to innovate within this sustainable space.

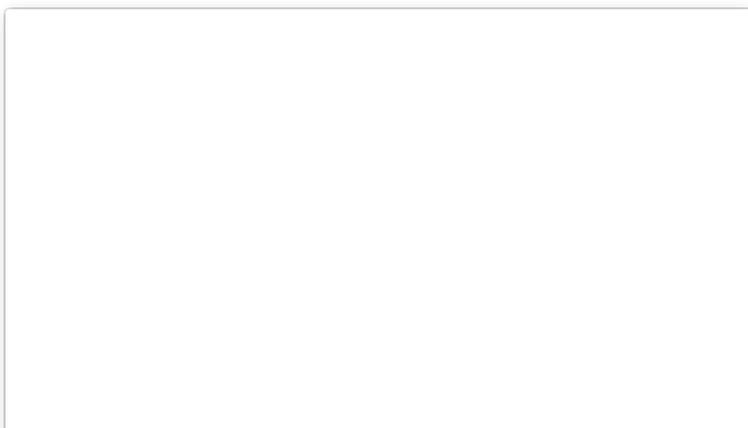
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By the end of 2021, the fashion resale market was worth more than \$130 billion, according to [reports](#) from *Bloomberg*. From expansive online marketplaces to machine-learning technology, retailers like Yoox Net-A-Porter and Vestiaire Collective are reshaping how consumers approach sustainable fashion.

### Recent developments

On March 11, fashion retail group Yoox Net-A-Porter announced the expansion of its resale strategy to extend the lives of luxury pieces and support the circular fashion model through its partnership with resale technology provider Reflaunt, which was announced in October 2021 ([see story](#)).

Its newest endeavor, Mr Porter Resell, is a dedicated luxury resale marketplace exclusively for menswear, including ready-to-wear pieces, accessories, bags, jewelry and shoes. Valued customers of Mr Porter may also benefit from a wardrobe tailoring service, either in-person or virtually.



[View this post on Instagram](#)

A post shared by YOOX NET-A-PORTER (@ynap)

### *YNAP is expanding its resale program to Mr Porter*

One of the first online luxury menswear resell programs, Mr Porter Resell follows the successful launch of Net-A-Porter's womenswear resale offer, which has since expanded to Hong Kong SAR, Germany and the U.S., after its initial U.K. launch.

According to YNAP, the program is most popular among young millennials and Gen Z consumers who account for more than 50 percent of Net-A-Porter's resale customers.

Further, sustainability is a factor in the purchase decisions of more than 75 percent of Mr Porter customers, with 50 percent exploring resale as an option.

While some brands and retailers implement technology internally to facilitate sustainable operations, tapping third-party providers can help streamline a significant portion of the day-to-day engagement.

By partnering with Reflaunt, YNAP hopes to better serve its customers through seamless experiences such as home collection or drop-off, digital product authentication, pricing recommendations and professional photography.

Last week, luxury resale platform **Vestiaire Collective** tapped video-based human insight platform **UserTesting** in an effort to stay ahead of the rapidly changing trend cycle.

With this partnership, Vestiaire Collective hopes to gain a deeper, more acute, understanding of its 15 million members' values to build a more sustainable model for fashion consumption.



*Burberry has made significant strides toward lowering its carbon footprint. Image credit: Burberry*

"UserTesting provides access to a large worldwide user panel and a platform that facilitates user research tests creation and results analysis," said Paul Ladevze, vice president of product design at Vestiaire Collective, in a statement.

"This has allowed us to multiply the frequency and speed of our user research phases through unmoderated testing, and to develop a better understanding of all second-hand fashion buyers and sellers, especially those who are not necessarily Vestiaire Collective users yet."

### Brands try their hand

Between online platforms like Vestiaire Collective, TheRealReal and ThredUp and consumer values emphasizing

sustainability, brands are facing immense pressure to go circular.

British fashion house Burberry joined the rental and resale market in December 2021 through its partnership with luxury rental platform My Wardrobe HQ.

My Wardrobe HQ allows users to rent and monetize their wardrobes while contributing to a circular economy. From handbags and scarves to accessories and Burberry's iconic trench coat, customers can rent pieces starting at just under \$8 per day.

The Burberry x My Wardrobe HQ partnership will also donate proceeds from rentals and purchases to nonprofit organization Smart Works as part of the greater movement toward inclusivity and circularity in fashion ([see story](#)).

Some consumers have even attempted to shame or bully brands into changing their behavior and it works.

In October 2021, Tapestry's Coach brand publicly addressed criticism over its handling of unwanted goods, and promised to cease the destruction of damaged or unsellable products.

Following uproar on short-form video platform TikTok, the handbag and accessories brand is committed to reusing these products in its Re(Loved) program and other circularity initiatives. According to Anne Sacks, the individual who posted the viral TikTok exposing the brand, Coach's previous policy was to slash and throw away its unwanted merchandise.

Within a week, the nearly one-minute TikTok video has collected more than 5.7 million views and more than 1.3 million likes, and caught the attention of online luxury watchdog Diet Prada ([see story](#)).

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