

APPAREL AND ACCESSORIES

Vestiaire Collective acquires US resale competitor

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Vestiaire Collective is acquiring Tradesy. Image credit: Vestiaire Collective

By LUXURY DAILY NEWS SERVICE

Luxury resale platform Vestiaire Collective has acquired preowned fashion marketplace Tradesy as the secondhand sector continues to see acceleration.

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Both **Vestiaire Collective** and **Tradesy** were founded in 2009, with the former launching in Paris while the latter was established in Los Angeles. Each platform has a peer-to-peer resale model, and the acquisition will allow the combined company to expand its global reach.

"Today's transaction is a key milestone for the luxury fashion resale industry," said Maximillian Bittner, CEO of Vestiaire Collective, in a statement. "With this transaction, we confirm Vestiaire Collective's ambition to be a truly global player, promoting circularity in Europe, the U.S. and Asia-Pacific."

Joining forces

The combined company will reportedly have more than 23 million members, 5 million catalog items and a gross merchandise value (GMV) exceeding \$1 billion. Financial terms of the deal were not disclosed.

Mr. Bittner remains as the chief executive for the combined company, while Vestiaire Collective founder Fanny Moizant will remain as the company's president. Tracy DiNunzio, founder/CEO at Tradesy, will become president of combined U.S. operations.



Tradesy has a foothold in the U.S. market. Image credit: Tradesy

Vestiaire Collective and Tradesy will progressively merge to share best practices and support accelerated growth in the U.S.

Tradesy is the leading resale platform in the States, while the market accounts for most of Vestiaire Collective's sales. The former will also be able to leverage Vestiaire Collective's authentication technology.

"We have been very impressed with the great achievements of Tracy and the Tradesy team over the years and are very excited by the opportunity to work together to accelerate the change in the way people consume fashion," Ms. Moizant said in a statement. "We are particularly enthusiastic about the scale we are reaching together and the associated benefits in the highly attractive U.S. market."

In September 2021, a new round of fundraising valued Vestiaire Collective at \$1.7 billion. The company counts Kering as one of its investors ([see story](#)).

Vestiaire Collective recently tapped video-based human insight platform [UserTesting](#) in an effort to stay ahead of the rapidly changing trend cycle. With this partnership, the company hopes to gain a deeper, more acute, understanding of its members' values to build a more sustainable model for fashion consumption ([see story](#)).

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