

APPAREL AND ACCESSORIES

Vestiaire Collective reveals new style icons in refreshed campaign

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The new Vestiaire Collective Crew of style icons. Image credit: Vestiaire Collective

By SARAH RAMIREZ

Following its recent acquisition of preowned fashion marketplace Tradesy, luxury resale platform Vestiaire Collective is introducing a colorful cast of characters and a new style philosophy in a new campaign.

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Helmed by Swedish filmmaker Andreas Nilsson, the "Long Live Fashion!" campaign features five stylish puppets made pre-loved clothing. The Vestiaire Collective Crew is intended to represent the diversity of the platform's shoppers and embody why secondhand style is the present and future of sustainable fashion.

"The campaign showcases how you can take pre-loved items and make them into looks that are all your own," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"Having each model be a puppet with their own story and paired with a person wearing a similar look shows how it's about the find and making it their own," she said. "It's a great way to show the assortment that they have available and what one should keep an eye out for as they continue to increase their wardrobes."

Ms. Smith is not affiliated with Vestiaire Collective, but agreed to comment as an industry expert.

Putting the love in pre-loved

Each puppet in the Collective is given a distinct personality and is introduced on the Vestiaire Collective site.

"Miss Classique" has a polished and chic style. Her face is made of tweed fabric and she wears a classic beige trench coat.

Pre-loved puppet models embody Vestiaire Collective shoppers

"Lady Green" has a more youthful, streetwear aesthetic. She is described as passionate about sustainable fashion being the future.

"Rich" is a colorful character with a pink camouflage face and blue hair. He personifies Vestiaire Collective's resellers.

With a fringe jacket, long hair and wide-legged jeans, "Hunter" loves hunting for fashion treasures. Her aesthetic represents those shoppers that gravitate to vintage pieces.

Finally, "Drops" is on the lookout for exclusive pieces from special designer collaborations. Her denim face stands out among the crew.

The puppet cast is introduced in a runway-style film. Vestiaire Collective and creative and strategic advertising agency Droga5 London tapped Mr. Nilsson for the short, while British-Ghanaian photographer Campbell Addy was responsible for the outdoor, print and social campaign.

The film campaign is set at a fashion show, with French fashion filmmaker Loc Prigent serving as the announcer.

"Everything is pre-loved, even the models," Mr. Prigent says in a voiceover.

As the music begins, each puppet begins strutting down the runway. They are introduced with a quippy tagline for instance, when Lady Green appears, Mr. Prigent says "she's a rebel with a cause a good cause."

The crowd is overcome with excitement as the models appear, cheering and even crying in their seats. Some take out their phones to shop Vestiaire Collective instantly.

"Together they make pre-loved forever loved," Mr. Prigent says, and it is revealed he is standing with the fashion photographers at the show. "Now that's fashion."

As part of the effort, each member of the Collective Crew is also featured in an individual film that reveals more about their personal style. These videos are modeled after backstage footage that is seen fashion campaigns, continuing the tongue-in-cheek aesthetic.

[View this post on Instagram](#)

A post shared by Vestiaire Collective (@vestiaireco)

Loc Prigent introduces the Collective backstage

"Long Live Fashion' is at the heart of everything we do," said Vanessa Masliah, vice president of marketing and branding at Vestiaire Collective, in a statement. "It is a rallying cry for all of us who live for fashion, but also want to take care of it for life.

"It's an innovative, disruptive, creative approach to raise awareness of our mission," she said. "Our goal is to engage with our global community and collectively make a positive impact."

Fueling sustainable fashion growth

Before introducing its "Long Live Fashion" motto, Vestiaire Collective has been busy with new acquisitions and investments.

Earlier this month, it acquired U.S.-based resale competitor Tradesy.

Both Vestiaire Collective and Tradesy have peer-to-peer resale models, and the acquisition will allow the combined company to expand its global reach. The combined company will reportedly have more than 23 million members, 5 million catalog items and a gross merchandise value (GMV) exceeding \$1 billion ([see story](#)).

Vestiaire Collective also 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](#)).

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](#)).

"The Vestiaire Collective brand is one that is not interested in a mass approach and one that is curated carefully," Ms. Smith said. "Vestiaire Collective has a fan base that's looking for these finds and encouraging others to embrace the importance of sustainability and passing great taste on to the next person."

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