

APPAREL AND ACCESSORIES

ThredUp and Heinz make ketchup couture with new capsule collaboration

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A model wearing a white ketchup-stained jacket for the new Heinz Vintage Drip collection. Image courtesy of Heinz

By LUXURY DAILY NEWS SERVICE

Food products manufacturer Heinz has released its new Heinz Vintage Drip collection in collaboration with online resale platform thredUP.

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The ethically sourced capsule, available exclusively on thredUP, includes 157 secondhand clothing items, each marked by an eye-catching Heinz ketchup stain. Ketchup is elevated from stain to statement in a stroke of marketing brilliance from the food processing giant.

"At thredUP, we believe every piece of clothing deserves a second life even summer barbecue casualties," says Erin Wallace, vice president of integrated marketing at **thredUP**, in a statement.

"We're thrilled to partner with an iconic brand like HEINZ to create the first-ever line of ketchup-stained secondhand clothes, celebrating reuse," she said. "This collection offers a unique way for fashion risk-takers and food lovers alike to participate in the circular economy, while doing good for people and the planet."

"We hope it makes a splash err drip!"

Tasty thrift wear

The first drop of the collection is available Aug. 30, with the second launch forthcoming on Sep. 13. The collection is thoughtfully designed to be inclusive of all body types and ranges in size from XXS to XXL.

All of the proceeds of the Heinz Vintage Drip collection will go to the nonprofit organization Rise Against Hunger, in support of global hunger relief. Interested users can share their purchases and stylishly stained outfits on social media under the hashtag, **#HEINZVintageDrip**.



A model enjoying a burger in a condiment-stained t-shirt from the Heinz Vintage Drip collection. Image courtesy of Heinz

Demand for sustainable and eco-conscious clothing is incredibly high among Gen-Z and millennial consumers, according to thredUP's 2022 [Resale Report](#). 62 percent of Gen-Zers and millennials say they look for an item used or secondhand before purchasing it brand new, which bodes well for the Heinz Vintage Drip collection.

The global secondhand apparel market is also expected to grow by 127 percent by 2026 three times faster than the global apparel market. The secondhand fashion market is particularly notable in China, where younger consumers are far more open to the concept of purchasing secondhand luxury than older generations ([see story](#)).

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