

APPAREL AND ACCESSORIES

## Vestiaire Collective exhibits resale expertise with 'Inside Authentication' effort

October 31, 2022



Experts Louise, Grace and Vincent appear throughout "The 2022 Trust Report" and accompanying campaign. Image credit: Vestiaire Collective

By AMIRAH KEATON

Luxury resale platform Vestiaire Collective is backing its commitment to quality with a new report the release marks a company first.

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Vestiaire Collective leans into its thorough investigation procedures, lending transparency toward internal operations to position itself as a leader in the verification of genuine luxury goods with the "Inside Authentication" campaign. A campaign video and social content support the effort.

With this Trust Report, we wanted to tell the story of how it all started, and all the amazing people and the sophisticated processes behind each item you send or receive," said Fanny Moizant, president and cofounder at Vestiaire Collective, in a statement.

"This would not have been possible without you: Our growing community of buyers and sellers around the world, who have trusted us since day one."

For this report, Vestiaire Collective's footnoted sourcing slide provides background on dates ranges, formulas and other methodology-related items.

Authentication made easy

"The 2022 Trust Report" is the first piece of Vestiaire's campaign puzzle, with which the digital marketplace vies for the top spot among industry peers.

Less a traditional report, the 35-page document could more appropriately fall under the classification of a style guide, revealing the step-by-step intricacies of the collective's authentication protocol.

Its pages cite Vestiaire Collective's mission "To Be The World's Most Trusted Fashion Resale Platform" before framing the pages to follow with extensive information on the company's training program and an introduction to its global team, specifics regarding authentication standards and more.

The part physical, part digital affair involves several dozen authenticators based in regions ranging from EMEA's

France to APAC's Hong Kong to the U.S.

The document does not assign a particular number to the mix, rather mentioning that in-person experts are assisted by the remote bunch, however, it does break down other figures.

[View this post on Instagram](#)

A post shared by Vestiaire Collective (@vestiaireco)

In fact, statistics work to bolster the merchant's reporting all around.

Vestiaire outlines its responsibility in ensuring that belongings do indeed hail from luxury houses, tasking its authenticators with checking 40,000 items, per professional, each year. Since 2019, the group has delivered its services to 1.5 million luxury pieces in total.

To aid in the detection of fake goods, the business supplies more than 750 hours of training per professional, equating to two months of company-sponsored prep, with 180 hours dolled out annually, ongoing.

Vestiaire explains that footwear is one of the most frequently faked categories for the site and that the work of its trainees is helping fight the \$412 billion of global trade lost to counterfeit items annually, before credentialing its authority further by stating that 100 percent of items sent in reach a human at some point in its tedious process.

*Vestiaire Collective's global team is featured in a campaign video*

Throughout the written report, a decision to capitalize the "T" in trust on each of its pages stands out the clever messaging tactic strengthens its case while clearly communicating the importance of values to Vestiaire.

Fighting fakes and taking names

With its latest, the certified B-corp pulls the curtain back on its area of specialty, a strategic step and effective value proposition, especially as competitors have historically hit rocky terrain here ([see story](#)).

As the secondary market continues to grow at an unprecedented rate, the need for secondhand retailers and marketplaces hinging their brands on luxury names to face these challenges head-on becomes increasingly apparent.

In years past, tech partners have attempted to mitigate the extent of the issue by arming consumers and companies alike with information regarding the scope and scale of the larger counterfeiting conundrum.

Handbag authentication platform Enturpy's 2019 "The State of the Fake" report unveils that while Louis Vuitton is one of the most frequently authenticated brands, it is also the most often duped ([see story](#)).

A cultural shift runs concurrent to the market's growth with more consumers shopping the category than ever before the pressure is now as much a bottom-up force as it is top-down.

According to The RealReal, awareness of resale has increased by 27 percent year-over-year, with 5.3 million consumers joining the platform since 2021 ([see story](#)).

Vestiaire Collective appears well aware of the boom, and is choosing to meet competition and consumer demand through M&A means the platform acquired pre-owned fashion marketplace Tradesy earlier this year ([see story](#)).

It seems, both through market news and the "Inside Authentication" campaign, that Vestiaire is attempting to position itself as the solution to one of the secondhand sector's biggest issues, as the company accelerates forward at a \$1.7 billion valuation, and with the added advantage of promising stakeholders like Kering on its side.

Centering the consumer does not stop at educatory efforts. Included in this exercise of pulling back the curtain a potential first at this level of specificity for the industry storytelling is framed with an embrace of its fan base.

The Trust Report starts out its first and foremost full page by reminding readers of its humble beginnings, addressing a level of gratitude to its patrons, one that helps contextualize its contents and values over all else.

"The Vestiaire Collective adventure began back in 2009 with a clear idea we believed that by building a platform for pre-loved luxury fashion, we would give those pieces a second life, encourage circularity, and help reduce waste," the report's intro reads.

"But what we already knew is that our greatest asset is a value money can't buy: Trust," Vestiaire's report continues. "If today Vestiaire Collective can boast of being a luxury resale pioneer, [it is] because we stake our reputation on doing right by each other, our customers, our partners, our industry, and our planet."

"We owe it all to you. Thank you."

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