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Vestiaire Collective, Paco Rabanne collaboration celebrates circular fashion

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The Vestiaire Collective and Paco Rabanne collaboration celebrates circular fashion. Image credit: Melissa De Araujo

By LUXURY DAILY NEWS SERVICE

Spanish fashion brand Paco Rabanne and repurposed fashion retailer Vestiaire Collective on a new collection called Paco Rabanne x Vestiaire Collective: Long Live 1969.

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The collection is filled with one-of-a-kind items from history, including the famous 1969 bags for which Paco Rabanne is so known. This project is not just a celebration of the past, but also a hopeful look at the future's green possibilities.

"We have always maintained a strong connection to our heritage and history," said Nadia Dhouib, general manager of Paco Rabanne, in a statement.

"Partnering with Vestiaire Collective offers an exciting and effective way to encourage circularity especially with the 1969 bag, a timeless treasure made to last forever," she said. "And with this curated selection of preloved 1969 bags, people can once again discover the craftsmanship unique to Paco Rabanne."

The pieces are all vintage and limited editions of historically loved bags, coming in a range of colors and styles made for luxurious yet sustainable gifting.

The **new collection** also showcases previously collaborated-on items, such as the Comme des Garçons edition that served as a nod to the 50th anniversary of the 1969 bag.

There will be a Paris celebration of the collection, where the most exclusive items will be shown.

A company artisan will also be present, showing a live construction of an upcycled, orange 1969 bag, available to be won on the Vestiaire platform afterwards.

Paco Rabanne's individualized fashion option will also be available for guests, giving them a chance to make a bag of their own at the store at Rue Cambon.

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Paco Rabanne and Vestiaire Collective's perspective in this collaboration is a green one, giving consumers the

chance to participate in the circular fashion economy.

The growing use of repurposed fabrics and materials is already a practice that Paco Rabanne implements, making this collection feel natural for the brand.

Paco Rabanne also repeats styles, rather than churning out as many new looks as possible, encouraging the market to adopt an outfit-repeating model.

On top of these efforts, Paco Rabanne is making repair work available for its iconic bag, letting customers mend their belongings, rather than buy new ones.

Armed with the knowledge of the pre-loved fashion market that Vestiaire Collective holds, Paco Rabanne will be able to efficiently further the initiatives that it already has made towards sustainability.

"Vestiaire Collective's expertise makes us the perfect partner for a luxury house like Paco Rabanne," said Sophie Hersan, co-founder and fashion director of Vestiaire Collective, in a statement.

"The 1969 bag is a French fashion icon, having been worn by everyone from Brigitte Bardot to Franoise Hardy," she said.

"We're thrilled to be bringing it to a wider audience, highlighting the house's incredible craftsmanship and the power of resale to keep iconic pieces alive for decades to come."

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