

APPAREL AND ACCESSORIES

## Chlo, Vestiaire Collective resale channel now live

May 24, 2023



*Chlo joins a score of top-tier labels bringing circular operations in-house. Image credit: Chlo*

By LUXURY DAILY NEWS SERVICE

French fashion house **Chlo** is forging ahead with a circular offer.

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The label is teaming up with Vestiaire Collective, leaning on the luxury resale platform for support this time around. As the pair announce the launch of a new merchandising channel for secondhand wear, Chlo joins a score of top-tier labels bringing circular operations in-house.

Chlo x Vestiaire Collective

Per the exclusive agreement, resellers can submit requests through a newly-established microsite.

While Chlo's service is only accepting handbags at this time, owners of any item accompanied by one of the brand's digital IDs ([see story](#)) can be accepted in exchange for an instant offer.

As part of our commitment to circularity Chlo is partnering with luxury resale platform [@vestiaireco](#).

Discover more: <https://t.co/EPfP7w2AsJ> [pic.twitter.com/V7JwrvREoj](https://pic.twitter.com/V7JwrvREoj)

Chlo (@chloefashion) [May 23, 2023](#)

Nondigital ID holders are subject to further review of items and will receive an initial price offer based on model, color, condition and market value within two business days of submission.

After sending stock off with a prepaid shipping label, participants may choose to be paid out via a Chlo gift card, a Vestiaire Collective gift card or a donation benefiting to humanitarian aid organization UNICEF in the reseller's name.



*Launched in April 2023, Chlo's tool gives buyers the ability to track the provenance of any digital ID-enabled acquisition, a first for the house. Image credit: Chlo*

With sustainability at the core of the company under creative director Gabriela Hearst's reign, the introduction merges concepts of heritage and sustainability, adding a new layer to the multifaceted fashion brand's marketing efforts.

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