

APPAREL AND ACCESSORIES

Vestiaire Collective, Burberry launch brand resale platform

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Burberry onboards by way of the digital leader's Resale as a Service (RaaS) program, introduced in 2021. Image courtesy of Vestiaire Collective

By LUXURY DAILY NEWS SERVICE

Luxury resale platform Vestiaire Collective is partnering with British fashion label Burberry in support of a circular economy.

Per the announcement, secondhand shoppers in the United States and United Kingdom can now trade in preloved Burberry pieces via the brand's new Vestiaire Collective-backed platform. The launch arises by way of the digital leader's Resale as a Service (RaaS) program, first introduced in 2021.

This new partnership with Burberry celebrates longevity and represents a step forward towards circularity," said Fanny Moizant, cofounder and president of Vestiaire Collective, in a statement.

"It is Vestiaire Collective's mission to support brands to promote resale and offer more responsible alternatives to their community to buy less but buy better."

In (secondhand) fashion

Now live, **Burberry x Vestiaire** allows participants to opt into the secondhand luxury market from the comfort of their home.

Vestiaire Collective will first give a price offer for vintage finds before inspecting and authenticating shipments.

If items pass the circular player's detailed quality control process ([see story](#)), the seller will receive a Burberry gift card that can be spent online or in-store. Listings will be available for purchase internationally.

Exchanging previously-worn wear, owners of past season's Burberry goods can profit from their closet in new ways, ultimately extending the life cycle of luxury fashion.



For now, the program supports Burberry listings from sellers in the U.S. and U.K., though pieces are available for purchase globally. Image courtesy of Vestiaire Collective

The partnership is part of the brand's ReBurberry program, which brings circular solutions closer to customers, and upholding Burberry's aim to keep its products and materials in use for as long as possible.

Furthering the initiative, Burberry has donated a selection of women's Heritage Trench Coats to the platform, sending sale price proceeds from these signature jackets to U.K.-based charity Smart Works, an organization that outfits unemployed women for interviews, providing resources such as coaching to those in need.

The instance joins a list of charitable bonuses sparked by the platform's luxury fashion partnerships ([see story](#)).

"We are very excited to team up with Vestiaire Collective to provide another way for our customers to give new life to their Burberry pieces," said Giorgio Belloli, chief digital, customer and innovation officer at [Burberry](#), in a statement.

"In building on our existing circular initiatives, including our aftercare services through our ReBurberry program, we hope that these pieces can continue to be enjoyed for generations to come."

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