

EVENTS/CAUSES

Vestiaire Collective kicks off 'Think First, Buy Second' with conscious conversations

November 16, 2023



The luxury resale platform hosted a Fast Fashion Ban Panel at Chlo's Soho, New York store on Nov. 16. Image courtesy of Vestiaire Collective

By LUXURY DAILY NEWS SERVICE

Luxury resale platform Vestiaire Collective is introducing the second wave of a headlining social impact initiative.

The circular retailer is adding 30 fast fashion names to a list of brands banned from its site, building upon a three-year commitment first announced in 2022. Vestiaire Collective has taken to the streets of New York with a figurative and physical presence in light of Thursday's launch, hosting a sustainably-minded panel discussion as a new, AI-powered global campaign continues to unfold online.

"The decision to ban fast fashion was made to support Vestiaire Collective's long time work to promote alternatives to the dominant model of fashion," said Dounia Wone, chief impact officer at Vestiaire Collective, in a statement.

"Fast fashion brands contribute to excessive production and consumption, resulting in devastating social and environmental consequences in the Global South," Ms. Wone said. "It is our duty to act and lead the way for other industry players to join us in this movement, and together we can have an impact."

Headstart in Soho

Starting today, apparel and accessories from brands such as Swedish clothing multinational H&M and Spanish retail chain Zara are no longer welcome on the secondhand seller's digital storefront.

The Nov. 16 event helped spread the word, featuring remarks from Vestiaire Collective's North America CEO Samina Virk, who was joined by Lauren Singer, a member of the company's Fast Fashion Ban Committee and managing partner of Overview Capital.

The first luxury brand to earn a B Corp certification ([see story](#)) supported the program, lending its space to the Fast Fashion Ban breakfast panel, held at the Soho storefront of French fashion house Chlo.



Pictured left to right, the event featured remarks from Erin Allweiss, Samina Virk and Lauren Singer. Image courtesy of Vestiaire Collective

The group talked through the negative impact of fast fashion, Vestiaire Collective's second-wave fast fashion ban and how consumers can shop more intentionally during the holiday shopping in segments moderated by Erin Allweiss, cofounder of communications agency No.29. The firm collaborates with clients to advance sustainable design.

Leaders at the company have been in conversation with experts for some time, spending the last year chatting with Ms. Singer and eight other industry players and sustainability committee members, leveraging their in-depth opinions on and analysis of the fast fashion market.

The company ultimately landed on the use of factors such as low price point and intense renewal rate, or the estimated number of collections or number of new items drops per year, also citing outsized product ranges, production cycle time and the frequency and intensity of sale promotions as the rubric with which its conclusions were reached.

Vestiaire Collective is inviting the public in on the mission to prevent fashion overconsumption with "Think First, Buy Second."

[View this post on Instagram](#)

A post shared by Vestiaire Collective (@vestiaireco)

Aiming to raise awareness around issues of textile waste, the campaign includes a new promotional video that uses AI technology to help users imagine how landfills could appear in consumers' own countries.

Bringing piles of clothes “to life” across recognizable public spaces of the Global North, including Times Square or The Eiffel Tower, the conscious marketing effort encourages audiences to take Vestiaire Collective’s pledge, turning Black Friday into a Better Friday.

According to a statement, participants can choose between pledging to only buy second-hand this Better Friday, until the end of the year, in 2024 or to stick to second-hand forever.

The company is also calling upon the European Parliament and industry stakeholders to address the emergency, drawing up a position paper in an act of advocacy for greater transparency around the regulation of end-of-life and textile waste exports.

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