

MARKETING

Top luxury campaigns of 2023: Vestiaire Collective, Think First, Buy Second'

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An AI-generated campaign video from the luxury resale platform helped viewers envision what fast fashion clothing landfills could look like at the center of major cities worldwide. Image credit: Vestiaire Collective

By AMIRAH KEATON

At the root of an ongoing slowdown, the luxury industry faced a unique combination of macroeconomic threats this year.

Heritage brands continue to contend with tight-pocketed aspirational consumers in America and slower-than-anticipated lockdown recoveries in China, tapping ambassadors across Asia-Pacific in an attempt to spur sales. Meanwhile, affluent populations in regions such as India and the Middle East flexed their buying power, as executives at powerhouse conglomerates looked toward these new audiences to diversify channels of income.

Beauty mergers and acquisitions took off, and top-end operators in sectors such as automotive, real estate and travel accelerated global launches. Clearly, uncertain conditions did not halt activity, much less innovation. Many luxury players rose to the occasion despite challenges, venturing outside of the box by advancing unforeseen exclusives, thoughtful collaborations and engaging activations that carried growth.

In the lead-up to the new year, Luxury Daily is highlighting the marketing moments responsible for capturing the attention of consumers worldwide since January. Coverage will reveal the campaigns, events and strategic initiatives that have defined the last 12 months, sharing predictions as to how these themes could impact efforts in 2024.

Vestiaire Collective acts now

Introducing the second wave of a headlining social impact initiative, luxury resale platform Vestiaire Collective added 30 fast fashion names to a list of brands banned from its site last month, building upon a three-year commitment first announced in 2022.

Starting Nov. 16, 2023, 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 first luxury brand to earn a B Corp certification ([see story](#)) supported the program French fashion house Chlo helped spread the word the day of, hosting Vestiaire Collective's Fast Fashion Ban breakfast panel at its Soho storefront. The event featured remarks from 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 luxury resale platform hosted a Fast Fashion Ban Panel at Chlo's Soho, New York store on Nov. 16. 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.

Campaign-wise, 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 release included a promotional video that uses AI to help users imagine how landfills could appear in consumers' own countries.

Bringing piles of clothes “to life” in recognizable public spaces across the Global North, including Times Square and The Eiffel Tower, the conscious marketing effort encourages audiences to sign Vestiaire Collective’s pledge, turning Black Friday into a Better Friday. According to a statement, participants can choose between pledging to only buy secondhand this Better Friday until the end of the year, or to stick to secondhand 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.

Luxury Daily predicts *that, as the use of AI in advertising becomes increasingly commonplace, industry players must not overlook the technology’s ability to transform approaches to ESG. By using the tool to minimize environmental impact by, for instance, optimizing resource allocation and reducing waste, brands can contribute to a more efficient luxury ecosystem in 2024. Read more on Vestiaire Collective’s “Think First, Buy Second” [here](#).*

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