

RETAIL

# Vestiaire Collective vies for American engagement with Parlez-Vous' campaign

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*In the advertisement, the models shown pronounce the company's name and get dressed. Image courtesy of Vestiaire Collective*

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By EMILY IRIS DEGN

Luxury resale platform Vestiaire Collective's latest advertising promotes a global approach to preloved shopping.

Made in collaboration with New York-based creative agency Accompany Creative, the brand's new campaign aims to capture the attention of consumers in the United States. Called "Parlez-Vous Vestiaire Collective?," the spot is framed around French heritage and language, drawing on the company's insight that Americans often have a tough time pronouncing its name.

"I think that with many people wanting to get luxury and being able to do so in the comfort of their homes, they will be interested in trying Vestiaire Collective," said Kimmie Smith, cofounder and creative director of *Athleisure Mag*, New York.

"The fact that shoppers can find a number of pieces across categories while also being able to access information on whether the seller is an Expert or Trusted Seller, and seeing how many items have sold, builds a level of confidence," Ms. Smith said.

"Beyond the fun vibrant video, you can see that this platform is serious about fashion, as well as facilitating a safe and trusted environment for those who are purchasing and those who are selling.

"The campaign doesn't feel fussy and that's essential for American consumers."

Ms. Smith is not affiliated with Vestiaire Collective, but agreed to comment as an industry expert.

## **American appeal**

The global ad campaign, with its sights set on the U.S., focuses on the marketplace's international reach.

To grow brand awareness, the preloved luxury fashion company's low buying and selling fees are touted. These perks and Vestiaire Collective's deeply held value of trust are mentioned in the 15-second-long commercial.

Though brief, the ad shows a cast of six talents, each wearing items found on the platform.

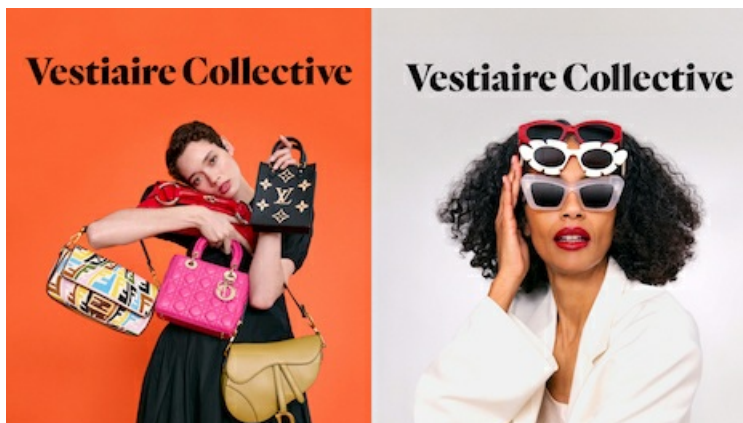


Models don the resale platform's stock, with language-learning phrases providing narration. Image courtesy of Vestiaire Collective

In the campaign, the models shown pronounce the company's name and get dressed.

A female voiceover presents a playful pronunciation lesson, following it up with inviting, yet rhetorical, questions such as, "Do you speak chic?" and "Can you say lowest seller fees?" All the while, the group laughs, admires luxury bags and shows off their unique looks.

"Seeing the cast of personalities in the video, it's great to see those who are younger who can be introduced to luxury as well as those that are vintage," Ms. Smith said.



Diverse cast members pose with luxury goods for the ad. Image courtesy of Vestiaire Collective

"There is a level of inclusivity that doesn't feel forced."

The selling and buying process is shown, with the narrative revealing how Vestiaire Collective's procedure can bring together enviable outfits. Difficult-to-find designer pieces and vintage stock appear in the talents' ensembles, spanning t-shirts, vests, jeans, blouses and more.

The campaign spot also pictures the proprietary authentication process and draws attention to the company's competitive commission rates.

Demonstrating the money-earning process, the move also shines a light on the difference it can make.

"I love the stripped-down nature of the 15-second campaign," Ms. Smith said.



Both close-ups and further out shots are included of the products. Image courtesy of Vestiaire Collective

"You're able to see an array of stylish people alone, wearing luxury brands in looks specific to their style, and they have that feel of every person," she said. "You're seeing a mix of designers worn together and you have that sense of accessibility.

"You're also able to get insight into what it is like to shop the site, and how clean and clear it is."

"Parlez-Vous Vestiaire Collective?" is running on national television spots such as CTV and on paid social media channels throughout the U.S. and Europe. Additionally, the campaign can be found on online digital touchpoints.

### **The rise of secondhand**

After bolstering its presence in Europe and Asia, the ad feeds into the marketplace's expansion strategy in the U.S., where luxury shoppers have increasingly been showing enthusiasm for secondhand fashion.

Affluent consumers around the world are expressing a desire for prestige brands to reflect their values back to them, especially when it comes to sustainability. In the North American nation, many are concerned specifically with overconsumption and overproduction.

As a result, labels that address these issues are seeing heightened loyalty.

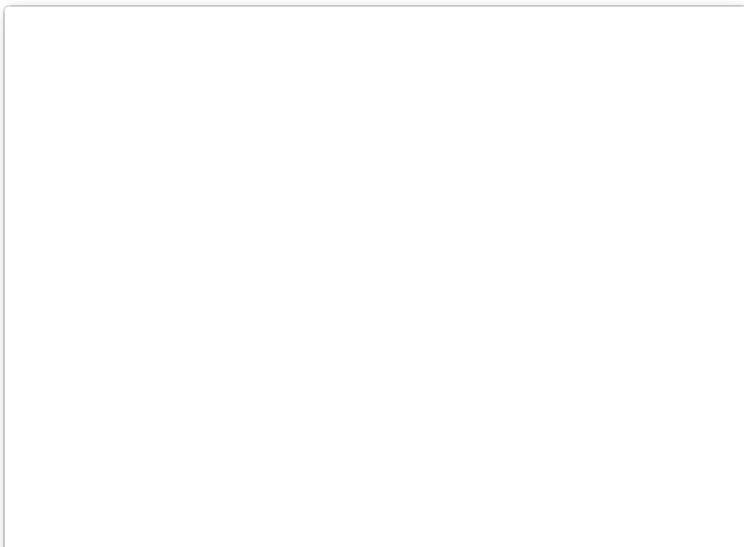
*Parlez-Vous Vestiaire Collective?*

Companies such as Amazon have been rolling out preloved options to seize the moment ([see story](#)), while sectors not traditionally associated with apparel have been attempting to tap into the appeal.

For example, British cruise line Cunard has revealed a luxury retail space aboard the Queen Anne ([see story](#)). Within it, there is a secondhand section.

Meanwhile, those already in the industry, such as Vestiaire, have been affirming their place in the green corner of the market, partnering with top-end brands ([see story](#)) and joining forces with celebrities ([see story](#)) to boost exposure.

To speak to the growing segment of eco-conscious U.S. customers, the company has even hosted in-person events in favorite cities such as New York ([see story](#)).



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A post shared by Vestiaire Collective (@vestiaireco)

Additionally, Vestiaire Collective has been building out its workforce in the region, welcoming a new U.S.-based team. Led by Samina Virk, CEO of North America at the company, the group has helped champion multiple initiatives in the country.

From introducing the New York-based VIP Consignment Program to taking no commission for U.S. sellers on the platform to creating a viral Fast Fashion Ban campaign, this arm of Vestiaire Collective has been busy.

In February 2024, the team also held an exclusive closet sale with Academy Award-winning American actress Jessica Chastain.

While other labels are learning how to play into the secondhand market as they maintain their luxury status, Vestiaire Collective is a seasoned sport, having long upheld the duality of preloved styles and high-end products.



*The company's recent efforts have been focused on reeling in more American customers. Image courtesy of Vestiaire Collective*

The “Parlez-Vous” advertisement is just the latest step in this balancing act.

“We’re just beginning to embark on what we view as incredible potential for the US, and with this campaign we want to focus on what makes us special,” said Marie-Christin Oebel, chief marketing officer at Vestiaire Collective, in a statement.

“We’re a global platform with a French touch, making us experts in luxury and vintage, and we were founded with the mission to transform the fashion industry for a more sustainable future by empowering our community to drive change,” Ms. Oebel said. “This campaign represents the best of what we stand for taste, trust, community, and sustainability.”