

RETAIL

# Fashionphile enlists first-time celebrity partner

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Actress Emma Roberts credentials the resale platform's product quality in a new campaign. Image credit: Fashionphile

By ZACH JAMES

Secondhand luxury seller Fashionphile is gaining ground in Hollywood.

In a first-time celebrity partnership, American actress Emma Roberts is the company's new ambassador, starring in its 25th-anniversary campaign. The talent appears in photos and credentials the quality of Fashionphile's inventory in a :30-second video spot, helping the shopping platform elevate to new levels of visibility through additional ecommerce activations.

"We are thrilled to announce Emma Roberts as our brand ambassador to commemorate our 25th anniversary as the leading ultra-luxury resale shopping platform," said Sophia Tsao, chief digital and marketing officer at Fashionphile, in a statement.

"Emma is a secondhand shopping enthusiast who loves vintage and circular fashion," Ms. Tsai said. "She fully embodies the spirit of Fashionphile, so we wanted to bring her timeless style and love of fashion to life in a brand campaign."

## Fresh face

Ms. Roberts now serves as a spokesperson for Fashionphile.

She comes into the role with luxury pedigree, having appeared in multiple campaigns from the likes of American department store Saks ([see story](#)) and German luxury goods maker Montblanc ([see story](#)), among others.

"Fashionphile has the best selection of authentic designer items and makes shopping luxury more sustainable, which is extremely important to me as a consumer," said Ms. Roberts, in a statement.

*The platform presents its latest ad placement*

"I love resale because it makes you feel like all of your pieces are unique investments - which they are!"

In the film, she appears inside a Fashionphile flagship and is pictured with and alongside accessories from many luxury mainstays. Ms. Robert's advertisement spotlights the perks of buying and selling on the platform, speaking directly to the viewers about the company's authenticity guarantee and quality assurance.

To mark our 25th anniversary, we are thrilled to announce our first celebrity partner, Emma Roberts! Emma is a

true lover of all things ultra-luxury and we are so excited to welcome her to the FASHIONPHILE family  
[pic.twitter.com/PngJaEz5c6](https://pic.twitter.com/PngJaEz5c6)

FASHIONPHILE (@fashionphile) **May 15, 2024**

Alongside the video spot, a curated edit of the new, used and vintage luxury items handpicked by the actress spans handbags, jewelry and watches. Louis Vuitton, Chanel, Gucci, Herms, Tiffany & Co., Rolex and Cartier are among the maisons receiving a spotlight through the specialized selection, which can be found on Fashionphile's [website](#).

### Generational appeal

Ms. Roberts is the latest in a series of legacy luxury advertising taps.

Across the industry, brands have long looked to the younger family members of established names in sports, entertainment and modeling to deepen consumer ties by promoting high-end products.



*As the niece of Julia Roberts, Emma Roberts is an apt pick to play into ongoing trends. Image credit: Fashionphile*

The marketing strategy kicked into high gear earlier this year with U.S. jeweler David Yurman's enlistment of British model and actress Iris Law ([see story](#)) in March. The multifaceted talent is the daughter of actors Jude Law and Sadie Frost.

Later that month, Chanel ([see story](#)) and Armani ([see story](#)) looked to French-American actress Lily-Rose Depp and American actor Patrick Schwarzenegger, respectively.

Italian fashion house Fendi is the latest among luxury maisons to engage in this trend, pairing famed British model Kate Moss and her daughter, fellow model Lila Grace Moss, to promote the Peekaboo handbag ([see story](#)).