

RETAIL

Vestiaire Collective, Isabel Marant share vintage styles with shoppers this month

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The Isabel Marant x Vestiaire Collective pop-up shop is live as of July 9, 2024. month. Image courtesy of Vestiaire Collective

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

French fashion brand [Isabel Marant](#) is promoting a partnership with French luxury fashion resale platform Vestiaire Collective.

The site has launched a pop-up shop that grants fans of the label direct access to archival runway exclusives, in addition to other vintage apparel and accessories from its collaborator. Handpicked by French fashion designer Isabel Marant herself, the online storefront is powered by Vestiaire Collective's Resale as a Service program.

"Isabel Marant embodies a highly recognizable lifestyle and a free-spirited personality," said Sophie Hersan, fashion director and cofounder of [Vestiaire Collective](#), in a statement.

"Her timelessness and modernity triumph with each collection," Ms. Hersan said. "Vestiaire Collective, which has in its DNA the promotion of timeless fashion and durable pieces, is delighted with this partnership, encouraging ever-greater circularity and sustainability."

Vintage looks

Fifteen runway-worn Isabel Marant outfits from the past decade, plus pieces from the Marant Etoile line as well as accessories and shoes, are part of the pre-loved sale. The selection is live on [Vestiaire Collective](#) starting this month.

The activation taps Isabel Marant Vintage. The owned resale channel came to life in 2021 with the help of French reseller Faume ([see story](#)).

"We are thrilled to partner with Vestiaire Collective to offer our customers an exclusive selection of curated pre-loved pieces," said Isabel Marant, founder and creative director of Isabel Marant, in a statement.



The two brands are coming together to support sustainable luxury. Image courtesy of Vestiaire Collective

"This initiative aligns with our commitment to sustainability and allows our fashion to continue to bring joy to new owners for many years to come, what I like to call the ecology of clothing."

Vestiaire Collective continues to uplift circularity through Resale as a Service ([see story](#)).

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