

Paris Hilton puts personal pieces on sale with Vestiaire Collective

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Net proceeds from the closet sale will benefit Ms. Hilton's 11:11 Media Impact nonprofit and its wildfire relief efforts in Los Angeles. Image courtesy of Vestiaire Collective

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

French luxury fashion resale platform Vestiaire Collective is partnering with an influential socialite.

Announced Feb. 19, American media personality Paris Hilton is placing nearly 100 personal clothing items up for sale on the secondhand site. Net proceeds will benefit Ms. Hilton's 11:11 Media Impact nonprofit and its wildfire relief efforts in Los Angeles.

"Fashion has the power to tell stories of self-expression and identity, and our closet sales have always been about celebrating trailblazers," said Fanny Moizant, cofounder and president of [Vestiaire Collective](#), in a statement.

"Paris is a true icon, inspiring us not only with her bold style, but also with her courage to share her personal story to spark change," Ms. Moizant said. "As pioneers in the fashion industry, committed to creating a more sustainable future, we are proud to collaborate with Paris, a changemaker advocating for the rights of children and teens."

Pre-loved by Paris

Apparel and accessories from high-end brands such as Balenciaga, Lanvin, Miu Miu and Versace are included in the platform's largest celebrity charity closet sale. Among the items on offer, Ms. Hilton's signature "Y2K" style is fully displayed.

Highlights include a vintage Takashi Murakami x Louis Vuitton bag, Juicy Couture velour tracksuits, mini dresses, slogan t-shirts signed by the star and bedazzled denim jackets embroidered with her name. Prices range between \$75 and \$2,250.

The collection is available globally via [vestiairecollective.com](#).



Ms. Hilton's signature Y2k style is fully displayed among the items on offer. Image courtesy of Vestiaire Collective

"I've always embraced taking risks and having fun with fashion; I hope the pieces in my closet inspire others to experiment with their style and celebrate originality," said Ms. Hilton, in a statement.

"This sale will support my charity's work around relief efforts for the devastating LA fires and our ongoing mission to protect vulnerable youth from child abuse and bring hope to those in need," she said. "I can't think of a better way to combine my greatest passions, fashion and charity, than with a closet sale.

"I'm so thankful to Vestiaire Collective for championing not only charitable causes but also pushing consumers to make fun, iconic fashion choices."

The resale platform is spotlighting the sale with digital content featuring Ms. Hilton: an editorial drop is currently up on its homepage. Vestiaire Collective and the socialite will also engage shoppers using their respective social media channels.

Ms. Hilton's partnership factors into the company's ongoing growth strategy in the U.S., now the e-tailer's largest global market, contributing 20 percent of its overall business. Last year, Vestiaire Collective worked with another prominent American talent, listing items from actress Laura Dern's personal collection to support Planned Parenthood ([see story](#)).