

RETAIL

# Vestiaire Collective releases first-ever Resale Buying Guide

April 14, 2025



*The resource offers audiences a data-driven analysis of the secondhand luxury market. Image courtesy of Vestiaire Collective*

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By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

French luxury fashion resale platform Vestiaire Collective is introducing a new resource.

The company has launched its first-ever Resale Buying Guide, offering audiences a data-driven analysis of the secondhand luxury market. The report unveils the most sought-after styles, ranking brands with the best resale value based on factors such as accessibility, desirability and long-term worth.

"This report highlights how resale is no longer a secondary option, leading the way in how consumers experience and access luxury and designer fashion today," said Sophie Hersan, cofounder and fashion director of **Vestiaire Collective**, in a statement.

"Vestiaire Collective is at the forefront of that shift, offering not just sustainability but also smarter, more conscious, and more affordable ways to engage with style," Ms. Hersan said. "Sustainability remains at the heart of what we do, and pre-loved fashion is also about accessibility, guiding our community on what to shop and how to make the best choices for holding value over time.

"Vestiaire Collective's Resale Buying Guide provides data-driven insights into what fashion means today, proving that vintage is no longer an alternative but a key part of our fashion journey."

## **Following trends**

The debut Resale Buying Guide is centered on the spring/summer season.

The Vestiaire Value Ranking (V.V.R.) is also new and features more than 400 brands. The proprietary tool considers the sales growth of each label over the past five years, additionally weighing details such as search and sales rates, likes, and price accessibility.

French fashion house Chanel came out on top due to high product views, though Italian fashion brand Gucci led in overall sales this past quarter.



*The value of French fashion house Dior and Italian fashion label Prada has risen the most, surging by 12 percent and 11 percent, respectively, since 2019. Image courtesy of Vestiaire Collective*

Vintage is also growing in popularity, with the platform seeing a 220 percent increase in supply and searches for the segment multiplying by five over the past five years, with early 2000s items from Fendi, Gucci, Chanel, Louis Vuitton and Dior dominating the charts.

Vestiaire Collective’s guide is [live](#) now. Covering luxury, premium and designer brands alike, seven key trends are highlighted.

Earlier this year, the company partnered with American media personality Paris Hilton, placing pieces from her wardrobe on sale to benefit wildfire relief efforts in Los Angeles([see story](#)).