

COMMERCE

Fashionphile partners with Martha Stewart for holiday campaign

November 3, 2025



The company is welcoming its third brand ambassador. Image credit: Fashionphile/Claire Leahy

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Secondhand luxury seller Fashionphile is teaming up with a cultural titan.

This week, the retailer announced American entrepreneur and media personality Martha Stewart as its holiday 2025 brand ambassador. Fashionphile is launching a multi-platform campaign featuring Ms. Stewart, who has also put together an exclusive collection of accessories for the site.

"As the face of our 2025 Holiday brand ambassadorship and the ultimate authority on quality and timeless taste, Martha Stewart is uniquely positioned to speak on the enduring value of luxury resale," said Sophia Tsao, chief digital and marketing officer of [Fashionphile](#), in a statement.

"Martha is the quintessential face of the Holiday, so who better to partner with this holiday season."

'Tis the season

American photographer Claire Leahy shot campaign photos and video at Fashionphile's New York flagship.

Stills and a 15-second short film feature the media personality wearing preloved accessories from several prestige brands, including Chanel, Herms, Louis Vuitton, Cartier, Dior and Gucci.

A curated secondhand [selection](#) representing Ms. Stewart's holiday-season favorites is now available on the platform.



Ms. Stewart's personal Birkin Bag will be on display at the company's New York flagship through the end of the year. Image credit: Fashionphile/Claire Leahy

"Shopping on Fashionphile feels a bit like discovering a secret archive elegant, storied and beautifully organized," said Ms. Stewart, in a statement.

"Each item tells you something about the world it came from," she said. "One can shop with confidence knowing everything is so carefully authenticated."

The talent was also recently enlisted by fixtures maker Kohler, becoming the brand's first-ever Cast Iron Ambassador ([see story](#)).

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