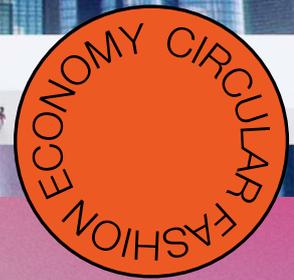
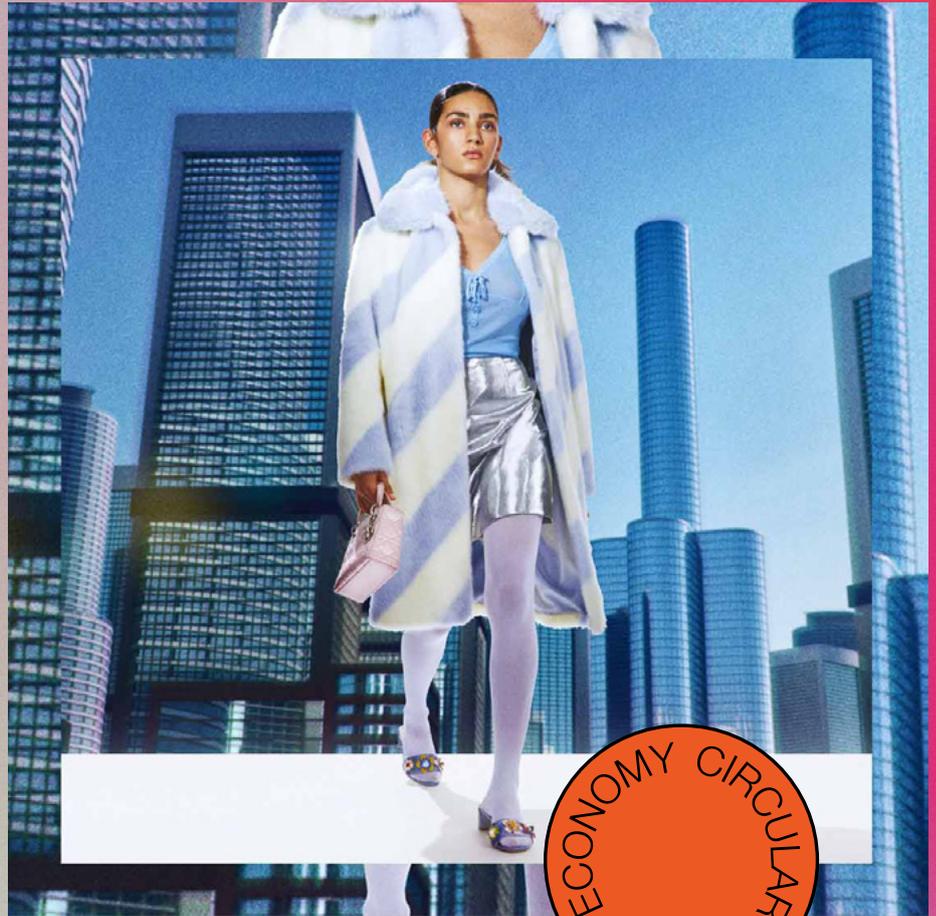


Vestiaire Collective



THE SMART
SIDE OF
FASHION

Introduction

Over the past couple of months, the phrase “unprecedented times” has become commonplace as the world has experienced one of the biggest global crises in a generation. The effects of the COVID-19 crisis are already being felt by everyone across the world, and these are likely to run even deeper as the months and years evolve.

Over the past decade, in tandem with the digital revolution, the fashion industry has experienced booming interest and huge changes in the ways it works. With this has come a growing amount of voices questioning the complex way the fashion system works, and lobbying for it to change.

Combine these two juggernauts of industry shift and unforeseen events, and in the last few months we’ve seen enormous shifts in fashion. It’s clear that the industry and consumers are increasingly conscious of fashion consumption, and are looking for new ways of doing things.

Many people - both insiders and consumers alike - are asking what is the right way to consume fashion in 2020? Is there a better way? Is there a smart side to fashion?

As part of the circular fashion economy, Vestiaire Collective offers a solution. Not only in rethinking the way we use our wardrobes, but in redefining the way we consume fashion. In our first fashion report, we blend insights and data from our community with global intelligence and market research to understand how the circular economy has adapted, even in moments of profound uncertainty, and show how resale lights the way for a better future for fashion.

IS THERE A SMART SMART SIDE TO FASHION?





A SMART COMMUNITY

CREATED IN 2009, FOLLOWING THE FINANCIAL CRASH, VESTIAIRE COLLECTIVE IS BUILT ON A FOUNDATION OF ADAPTABILITY TO CHANGE.

Vestiaire Collective

It's only during a crisis that anyone's values can be tested. As the effects of the COVID-19 spread rapidly, now a third of consumers are worried about losing their jobs in the upcoming economic downturn, according to BCG's "Fashion and Luxury Perspective on global consumer sentiment during COVID-19" report. Things that seemed certain in January are no longer set in stone, and this has affected every part of people's thinking, from their die-hard regular shopping habits to their overarching values when it comes to consumption and community.

Created in 2009, following the financial crash, Vestiaire Collective is built on a foundation of adaptability to change. With continued trading throughout the toughest moments of the last few months, the platform provided economic possibilities for quarantined communities, as well as a shared sense of togetherness. This combination is crucial to Millennial and Gen-Z consumers who make up a large proportion of our community and are now its fastest-growing demographic, pushing the total to almost 10 million members worldwide.

Shopping socially

When it comes to the crunch, we need our communities more than ever. While smartphones and social media are commonplace, spending time together digitally is just beginning. According to Forbes it's "already happening extensively in gaming — a huge consumer trend on its own — and will expand far beyond. Fuelled by the expansion of 5G, we'll do even more on our phones, from shared streaming to social shopping, consumers have a desire to share their digital experiences with friends."

Finding new Friends



INCREASE IN SEARCHES FOR NEW MEMBERS TO FOLLOW

Follow the leader



DAILY INCREASE IN FOLLOWING OF OTHER MEMBERS

82%* INCREASE IN SALES BETWEEN MEMBERS WHO FOLLOW EACH OTHER

* In 2020, since January

Since the beginning of the year, we have seen a positive increase in the ways our community is interacting with each other. Following and searching for other members has increased enormously with huge spikes of up to ten times these numbers taking place as the COVID-19 crisis was unfolding. Daily average comments on items have increased by 88% since the same period last year.

OUR MOST PROLIFIC MEMBER HAS BOUGHT

3579

ITEMS AND SOLD 594*

*Since the launch of Vestiaire Collective in 2009

Taking action

The COVID-19 crisis proved to be a challenge for brands to respond to, with a significant number rallying round to actively contribute however possible. Many companies, including LVMH, Ba&sh, Moncler, and MyTheresa pivoted quickly to support both local and international charity efforts. Those that were able to mobilize and contribute positively to alleviating the situation were noticed by consumers, according to a BCG survey of consumers* during the crisis. It found that 37% judged brands that were giving back to communities in need as significantly more attractive.

With quick thinking from both the community and the team, Vestiaire Collective launched its charity sale to raise funds to fight the effects of coronavirus on 31st March, partnering with more than 85 celebrities and influential members. 100% of the proceeds (including our commission) went to a network of charities fighting the virus both locally and globally, including The World Health Organisation, the Italian Lombardia Region Fundraising, the France/Paris Hospitals Foundation, and Madrid's La Paz Hospital.

*BCG's Fashion and Luxury Perspective on global consumer sentiment during COVID-19 report surveyed ~6,000 consumers from US, UK, Italy, Germany, and China

IN TOTAL, NEARLY
60,000€
WAS RAISED

Seeking sustainability

Not just a trend, but a complete switch in mindset, the concept of sustainability - particularly in relation to fashion, which is widely known as one of the most polluting industries in the world - is embedded into the thinking and the actions of both Gen-Z and Millennial consumers. This has only intensified during the last few months, with The Business of Fashion stating in May that "luxury consumers are also likely to, at least for the time being, adopt the 'fewer, better things' mantra that environmentalists have been advocating over the past decade, and to seek out investment pieces."

As the wider fashion industry grappled with changes in the ways it worked, and how it interacted with its consumers, Vestiaire Collective's community was getting involved in Sustainability Month, exploring the impact of our fashion choices, discovering ways of rethinking our wardrobes, and getting deeper into the idea of circular fashion. Our Act & Earn initiative combined education and rewards to encourage members to get involved in our mission, spurred on by celebrities such as Lily Cole and Arizona Muse.

CLEARING THE WAY

Deposits were up by 88% end of May, compared to the previous month.

SENDING A MESSAGE

50% of members are now using our more sustainable Direct Shipping service since May.

GETTING INVOLVED

119% more items ordered in May 2020, compared to May 2019.

TOP SUSTAINABLE BRANDS DEPOSITED DURING SUSTAINABILITY MONTH

1. LOQ (+50%)*
2. MARINE SERRE (+36%)*
3. ULLA JOHNSON (+22%)*
4. GMBH (+27%)*
5. VEJA (+24%)*

*Increase in sales January-April



"Sustainability in fashion and luxury gained steadily in importance over the past couple of years. Last year, we found out in global fashion & luxury consumer research, that over a third of consumers already switched to a less preferred brand because it is more sustainable."

**BCG'S ASSOCIATE DIRECTOR,
FASHION & LUXURY, FELIX KRUEGER**

“The COVID-19 crisis has shown that Vestiaire Collective is making the right choices. We are on a mission to educate our community that sustainability is about making better, more responsible decisions. Buying less but buying better; opting for second-hand over fast fashion; and choosing sustainable brands if you have to buy something new. Because the best waste is the one that is not produced.”

**VESTIAIRE COLLECTIVE’S
CHIEF SUSTAINABILITY AND INCLUSIVITY
OFFICER, DOUNIA WONE**

Buying better

Every consumer’s shopping habits changed drastically during the COVID-19 crisis, part of radical and immediate reprioritization of time, budget and practicality, and a collective struggle to adjust to a “new normal.” With only essential food stores and pharmacies allowed to open, e-commerce was the only option for most, and there was a rapid reshaping of the most popular categories. Within the world of fashion, traditional seasonal drivers of sales such as weddings and formal events were replaced by comfy casuals and easy-to-wear pieces, in tandem with the widespread adjustment to working from home.

Thinking circular

This period of enormous upheaval and rapid change has accelerated movements in the fashion industry, notably sentiment around sustainability. According to a BCG survey of consumers* during the crisis, 20% judged brands that were environmentally sustainable as significantly more attractive.

*BCG’s Fashion and Luxury Perspective on global consumer sentiment during COVID-19 report surveyed ~6,000 consumers from US, UK, Italy, Germany, and China



ABLE TO ESCAPE, INDULGE AND PURCHASE ALL THE WAY THROUGH THE COVID-19 CRISIS, THE VESTIAIRE COLLECTIVE COMMUNITY SAW 3 KEY INCREASED AREAS OF CHANGE:



LOUNGE LOVERS

Unsurprisingly, loungewear and athleisure saw a huge increase in sales for example Adidas is (+71%)* and Nike (+64%)*, partly driven by influencers and celebrities like Karlie Kloss and Adriana Lima sharing their home workouts.



CLEVER THINKERS

Interest in scarves, both silk from Hermès (+68%)* and Louis Vuitton’s shine ‘Logomania’ (+23 %)* showed that the community were seeking chic face masks alternatives.



RESPONSIBLE DRESSERS

Alongside the Sustainability Month activity, we saw big increases in sales for brands like Stella McCartney (+42%)* and Ganni (+47%)*.

*Top trending brands in May, ranked by sales volume growth versus February



THE FASHION PICTURE

DESPITE DECADES OF GLOBALISATION AND CULTURAL HARMONISATION,
GEOGRAPHICAL DIVIDES ARE CLEAR WHEN YOU LOOK AT FASHION.

The fashion picture

Despite decades of globalisation and cultural harmonisation, geographical divides are clear when you look at fashion. Some people want to slot in with local niches, some want to champion local designer favourites, and some brands convey different meanings in different markets. Great news for a global community of fashion activists. BCG's survey of consumers* during the crisis found that 19% judged brands that are local to the area as significantly more attractive.

*BCG's Fashion and Luxury Perspective on global consumer sentiment during COVID-19 report surveyed ~6,000 consumers from US, UK, Italy, Germany, and China



♀ Going up: Women with attitude

Purpose and product define the way that women shop with us last year. Brands that stand up for our community's values - especially sustainability and feminism - have proved their worth and are enormously popular, but there was also a marked effect from key cultural events and catwalk trends.

GLOBAL

		
<p>JEAN-PAUL GAULTIER (+38%)*</p> <p>Following his triumphant final catwalk show in Paris in January 2020, interest in the fashion veteran's creations is at its highest for years.</p>	<p>VERSACE (+18%)*</p> <p>The J.Lo effect continues to be felt, as well as the brand's zeitgeist-riding archive of bold, instagrammable '90s pieces.</p>	<p>DIOR (+22%)*</p> <p>The continued appeal of the Saddle, renewed interest in the Lady Dior - worn by celebrities like Bella Hadid and Rihanna - and Maria Grazia Chiuri's ongoing focus on female empowerment all ensure strong popularity of the Dior brand and bags.</p>

*Quarterly increase in sales by volume

Bags in demand

GUCCI 'JACKIE' (+32%)*:

Already a very popular model, but benefited from an huge uplift (+631%) of sales the day after the brand's Milan AW20 show, also worn by Harry Styles showing an increasing gender-fluid influence.



CELINE 'TRIO' (+30%)*:

Another model with genderless appeal, this Phoebe-Philo-era bag is a practical size and design, that wears its luxury heritage lightly and continues to be popular despite being endlessly copied.



FENDI 'PEEKABOO' (+17%)*:

As with Vestiaire Collective, this model celebrated its 10th anniversary in 2019, so the brand released many new iterations, driving interest in second-hand models. It doesn't hurt that Meghan Markle is a fan too.



*Quarterly increase in speed of sales

♂ Going up: Fellas that were in the mood

As men continue to become more and more confident and experimental about buying clothes, their numbers in our community continue to grow at a faster rate than women - Male buyers increased by 51% and male sellers by 90% (since last quarter). Younger guys are also more confident about challenging gender norms through fashion, and are increasingly buying clothing and especially accessories from womenswear sections and brands.

GLOBAL



TOM FORD
(+22%)*

Quiet luxury comes at a price, and the quality of the brand's pieces mean that it's a very attractive proposition on the resale market, as tailoring is in demand.



BOTTEGA VENETA
(+15%)*

Driven by Daniel Lee's successful reinvention of the brand, interest is up in apparel, but also the vintage #oldbottega intrecciato pieces, especially cross-body bags.



POLO RALPH LAUREN
(+14%)*

After their mould-breaking collab with Palace, Polo is also benefitting from a shifting trend in menswear towards preppier, smarter styles.

*Quarterly increase in sales by volume

Sneakers in demand

GUCCI 'ACE' (+41%)*:

As the brand has stolen the headlines, so it steals the sneaker crown with this simple bee-embroidered model, which has become an entry-point into the Florentine brand.

BALENCIAGA 'TRACK' (+34%)*:

Activity-inspired running shoes saw a huge increase in interest last year, becoming something of a cult icon, with Balenciaga's version being the most extreme.

VALENTINO 'ROCKRUNNER' (+31%)*:

With new colourways released every year, this evergreen favourite trainer is comfortable and understated, with rare versions becoming increasingly sought-after.

*Quarterly increase in speed of sales

Collaborations worth investing in

VANS X PATTA (+92%)*:

Rarity and desirability is the name of the game here, mostly down to a single drop every 2-3 years, and continued strong performance with fans of the expanding niche.

THE NORTH FACE X SUPREME (+49%)*:

By contrast, when the practicality of TNF meets the cult of Supreme every year, demand is guaranteed; pieces now sells for almost double RRP.

NIKE X ATMOS (+43%)*:

A collab between a cult Japanese boutique and the world's biggest sportswear brand was always going to be a big deal; Nike still leads the sportswear collab game.

*Year-on-year increase in average selling price in 2020



USA

♀ FENDI (+23%)*:

With successful efforts to maintain buzz post-Karl, the collab with Fila, and a resurgence of interest in the Baguette, Fendi's star continues in the ascendant.

♀ PRADA (+20%)*:

Two big stories pushed Prada up the list - the appointment of Raf Simons joining as co-creative director for 2020, and the brand's re-nylon campaign, emphasising the importance of recycled materials.

♀ CELINE (+16%)*:

Two years on from the departure of Phoebe Philo, and her recognisable bag designs and alphabet pendants continue to prove enormously popular.

♂ COMME DES GARÇONS (+292%)*:

With a cult appeal for decades, Comme's strong performance was down to its gender-blurring, boundary-breaking pieces and accessible, desirable accessories.

♂ VERSACE (+176%)*:

While Versace has announced forward-thinking plans such as merging mens and womens collections, its aesthetic continues to resonate with our Stateside community.

♂ SUPREME (+67%)*:

The all-American skate brand is always providing surprise and delight with its many and varied collabs, which practically exist in their own mini resale ecosystem.

*Quarterly increase in sales by volume

ASIA-PACIFIC

♀ LOUIS VUITTON (+38%)*:

The evergreen favourite continues its dominance in Asia, boosted by the relaunch of the Multi Pochette accessoire which fuelled an interest in significantly more affordable vintage versions of the pochette.

♀ SEE BY CHLOE (+35%)*:

Perhaps a surprise, but this diffusion line's ongoing popularity reflects a demand for affordable, understated luxury with a focus on quality.

♀ OFF-WHITE (+33%)*:

Virgil Abloh's buzzy own brand was given a boost in January when rumours began to circulate that he might depart to focus on his work as Artistic Director at Louis Vuitton Men's.

♂ SAINT LAURENT (+174%)*:

After its blockbuster menswear show on a Malibu beach, Saint Laurent edged into first place in Asia, with RTW proving to be a hit.

♂ LOEWE (+157%)*:

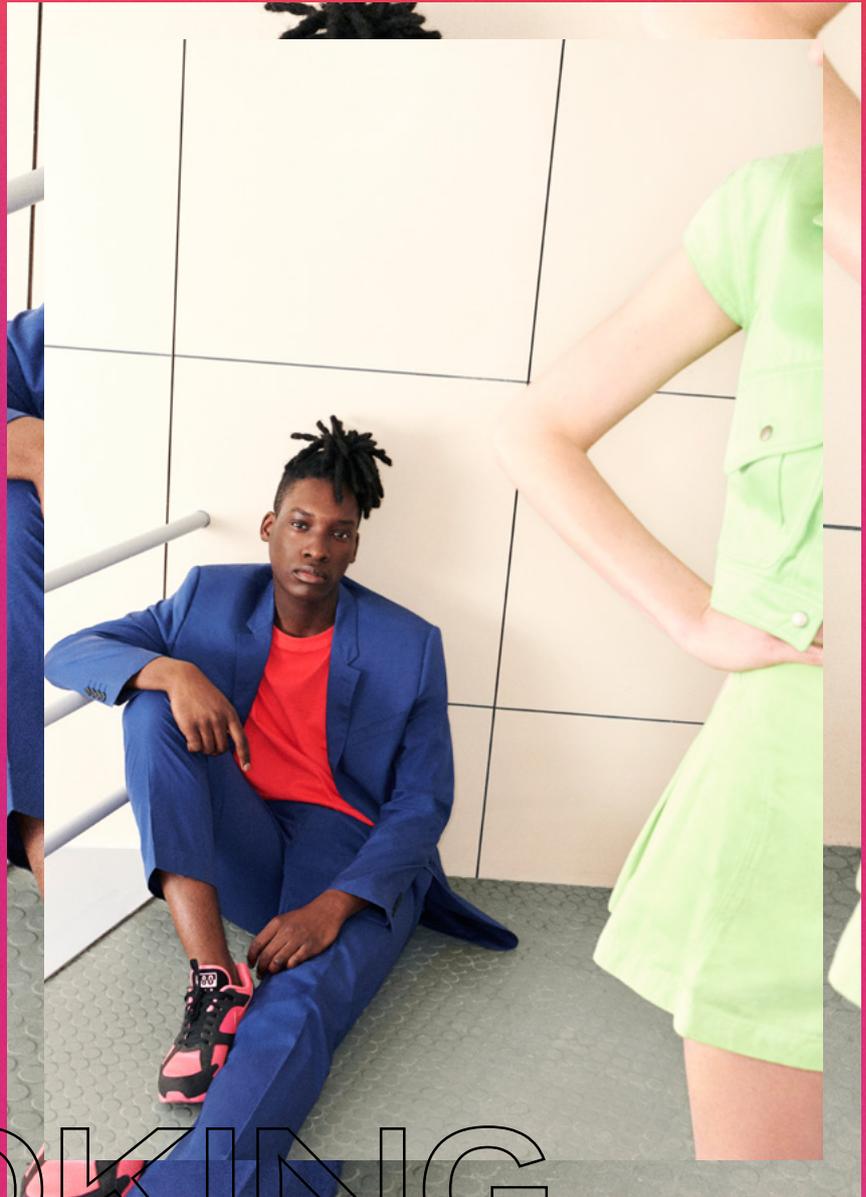
Worn by an increasing number of K-Pop stars, Loewe's Puzzle bag continues to be popular with our Asian community, as does Jonathan Anderson's Ibiza-flavoured RTW.

♂ THOM BROWNE (+156%)*:

Thom Browne's gender blending tailoring has always been popular with our community, but the announcement of his Samsung Galaxy collab pushed him into overdrive.



*Quarterly increase in sales by volume



LOOKING TO THE FUTURE

THE FUTURE MAY SEEM UNCERTAIN AT THE MOMENT; POLITICALLY, ENVIRONMENTALLY AND ECONOMICALLY, THERE'S A LOT OF ADJUSTMENTS TO MAKE IN THE SHORT, MEDIUM AND LONG TERMS TO GET US BACK ON TRACK.

Vestiaire Collective

The future may seem uncertain at the moment; politically, environmentally and economically, there's a lot of adjustments to make in the short, medium and long terms to get us back on track. Against this backdrop, people are seeking an escape, a moment of levity, a personal indulgence, and a pick-me-up, and fashion is one place they can be assured of getting this. Over the past decade, fashion's cultural influence has grown enormously, with events such as the Met Gala and Fashion Week creating global buzz.

While the future of these events is uncertain, digital touchstones are providing alternative fashion buzz; there was an uplift of +1483%* for the designer Minju Kim when she won the Netflix series Next in Fashion.

Traditional fashion still knows how to make waves of course: When Miuccia Prada announced that Raf Simons was joining the house as co-creative director, there was a +1289%* increase in searches for Prada.

In the short to medium term, fashion consumer tastes are radically shifting from rapid-fire, sale-induced, fast-fashion feeding frenzies to considered consumption; a smarter side of fashion. Here are our three big, data-driven, predictions for the future.

Vintage

As the supply of new items continues to be affected by access - including delayed manufacturing, blocked supply chains, closed stores, and reduced desire for IRL shopping - our community are increasingly looking to vintage pieces to slake their shopping thirst. They also have more time to research overall purchases, and because they're buying fewer items, they're investing more time in each one. Notable stars include John Galliano's sought-after RTW (+49%)* and the Ghesquière-era Balenciaga (+186%)*.

MARGIELA	(+65%)*
PRADA	(+40%)*
MIU MIU	(+21%)*

*Year-on-year increase in sales volume for vintage items from these brands

Vintage is more affordable, comes with built-in exclusivity, and has the added bonus that it could be resold for a similar price - more if well chosen and well looked after.

Sustainable

The COVID-19 crisis has thrown into sharp focus our effect on the planet, and also after months of being locked up, the way we consume. An unintended consequence of the virus has been to accelerate conversations that were being had internally in the fashion industry around sustainability, circularity, environmental impact and responsible consumption. These conversations that have been bubbling under for some time have now been thrust into the limelight, and this will only increase as the year unfolds:

VIVIENNE WESTWOOD	(+44%)*
STELLA MCCARTNEY	(+26%)*
REJINA PYO	(+22%)*

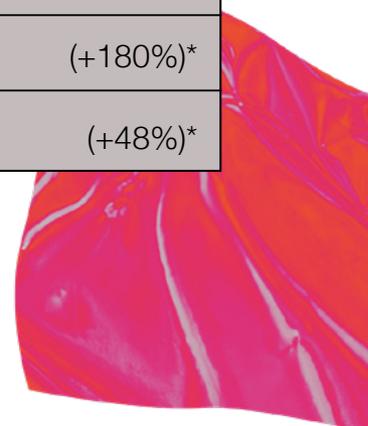
*Quarterly increase in speed of sales

Resourceful

Vestiaire Collective was founded during the challenges of the 2009 recession, in part because of an increased desire to free up funds by selling pieces people were no longer wearing. With the impact of COVID-19 likely to be significantly deeper and longer, this is only set to increase. The difference in the intervening decade is that the consumer landscape has vastly changed, and crucially that people are much more comfortable shopping online. Impulsive shopping is likely to be replaced by carefully sourced items, with people reverting to purchasing more classic, well-made items that will stand the test of time style-wise, and prove to be savvy investments for the future. This trend is already visible in our APAC community, who have sought to cash in on their hard luxury purchases, with increased deposits of:

ROLEX	(+373%)*
OMEGA	(+180%)*
HERMÈS	(+48%)*

*Quarter-on-quarter growth volume in deposits



The view from Vestiaire Collective

Vestiaire Collective's Co-Founder, Fanny Moizant,
commented:

"They say it's only during a crisis that our values are really tested. The last few months have been an enormously challenging test for everyone - including the Vestiaire Collective community - but this report offers a fascinating insight into the way the COVID-19 crisis has accelerated trends that were long overdue in the fashion industry, and refocused attitudes around what we really value and why.

The report really serves to underline this, demonstrating that consumers - particularly Millennials and Gen-Z - want to develop their own sense of style and their consumption habits in new ways, breaking with traditions like fast fashion, and establishing new ways of thinking about buying and selling their clothes, such as those offered by Vestiaire Collective. I look forward to helping to drive this change in people's shopping habits through, and contributing to new, smart side of the fashion industry."



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ACTIVIST.**

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