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ENVIRONMENT AND SUSTAINABILITY

## Burberry burnishes sustainability creds with Vestiaire Collective tie-in

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*The leading British fashion brand, Burberry is known for its trench coats and tartan patterns. Image credit: Burberry*

By STAFF REPORTS

British fashion brand Burberry is partnering with global resale platform Vestiaire Collective to offer customers a new way to trade in their pre-owned Burberry pieces.

Customers in the United Kingdom and the United States can trade in their pre-owned Burberry women's outerwear and handbags on the Burberry x Vestiaire Collective platform in exchange for a Burberry gift card. Vestiaire Collective, via its Resale as a Service program, is targeting luxury brands as they embrace circularity in a fashion industry excoriated for its waste and carbon footprint.

"In building on our existing circular initiatives, including our aftercare services through our ReBurberry program, we hope that these pieces can continue to be enjoyed for generations to come," said Giorgio Belloli, Burberry's chief digital, customer and innovation officer, in a statement.

### Giving back

Once sent in, [Vestiaire Collective](#) will offer customers a price for their pre-owned item. Upon acceptance, the item will need to be shipped to Vestiaire Collective for an authentication and quality control process.

The customer will then receive a Burberry gift card after Vestiaire Collective has verified the shipped merchandise.

All pre-owned Burberry pieces will be available to purchase worldwide, giving customers access to more items through Vestiaire Collective.

As part of the partnership, [Burberry](#) has also donated a selection of women's Heritage Trench Coats to the platform. The sale price of these items will be donated to the U.K.-based charity Smart Works, which provides high-quality interview clothes and coaching to unemployed women in need.

Burberry has supported Smart Works since 2013, donating products as part of the charity's mission to help women achieve their potential as they look to enter the workforce.

This new partnership is part of the ReBurberry program as part of its sustainability effort to keep products and materials in use for longer.

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