

PROFESSIONAL SELLER GUIDE

OUR SERVICE CATERS TO PROFESSIONAL RESELLERS OF PREMIUM,
DESIGNER AND LUXURY ITEMS.

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GOLDEN RULES FOR SELLERS

GET IN TOUCH WITH YOUR KAM/ TEAM

WELCOME TO VESTIAIRE COLLECTIVE

How does the B2C program work.
Why become a Professional Seller?
- Advantages over C2C and
Commission Rates
Are you ready to sell on Vestiaire?
Creating your account

GETTING STARTED



Welcome to Vestiaire Collective

How the Programme works:

1

Sign your contract and we open your account.

2

Upload your products using our tools.

3

Our curation team checks your items and lists them.

4

Once online, buyers can buy your items outright or make you an offer. If you both agree to the negotiation, your item is sold!

5

For all sold items, you pack them, print the provided prepaid shipping label and arrange for pickup. The item will be received by us, checked and then sent to the buyer.

6

Once the buyer receives the item and the 14-day return period has passed, you will receive your funds!

Professional Sellers also benefit from:

- ✓ Dedicated account management and sales data
- ✓ Bulk upload tools developed to make uploading and managing inventory easy
- ✓ Authenticity and quality checks
- ✓ Prepaid shipping
- ✓ Full support post-shipment: client query handling including returns management and checks





Why should you become a B2C Seller?

	B2C	Standard
A trusted verification service (Authentication and quality control)	✓	✓
Access to Global Fashion community	✓	✓
Marketplace shipping to 50+ countries	✓	✓
Lower commission scheme	✓	
Change of mind returns	✓	
Tools for large deposits uploads	✓	
Faster publishing of products (Dedicated curation team, Whitelisting possibilities)	✓	
Account management	✓	
Insights and learnings sharing	✓	

B2C Commission

Our professional partners receive the most competitive commission rate.

Price range	Commission
€0-€150	€13 flat fee
€151-€3,000	15%
€3,001-€10,000	13%
> €10,001	€1,500 flat fee

Are you ready to sell on VC?

- Are you a second-hand boutique or an e-commerce seller?
- Are you able to ship items in less than 7 days?
- All your items have been authenticated & controlled?
- Do you have competitive prices?

Professional Seller Contract

Before you sign up, make sure you're ready with the following:

Company name
Company format (ex: LLC)

Company number

Full address of registered office
Name and Title of Representative
Company Email



Creating your Account

1

Download the App

Download the Vestiaire Collective app on your phone or visit our website to sign up



2

Become a member

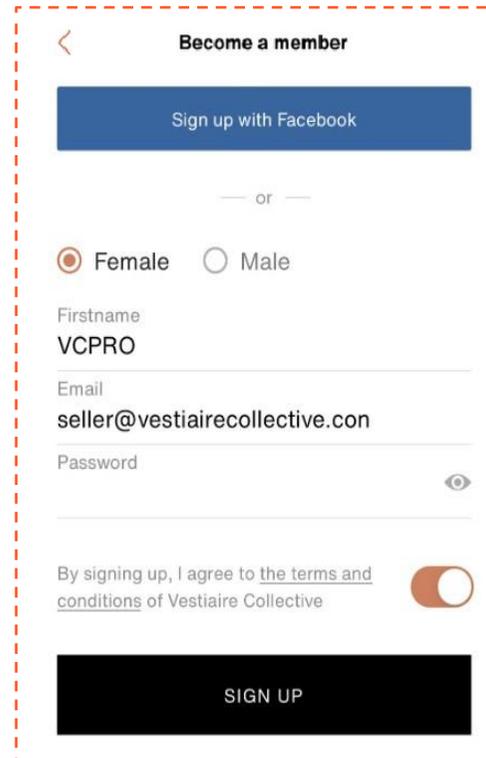
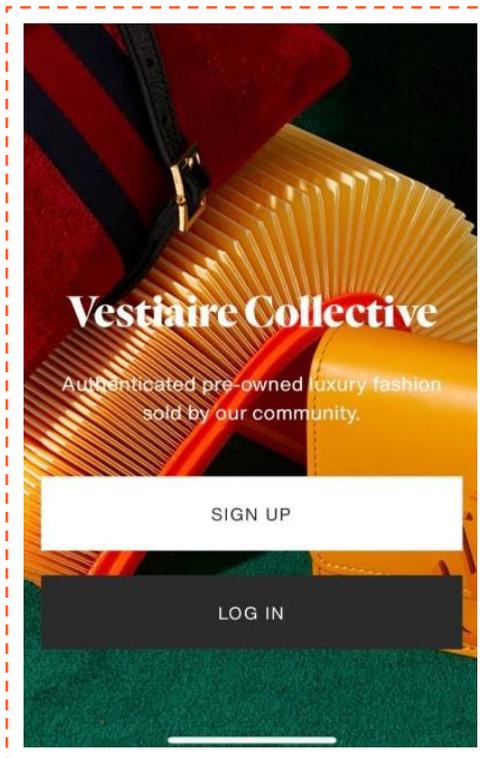
You can use your customer account to start selling, or create a new Vestiaire seller account with your business email



3

Confirm your Account

Confirm the email address associated with your profile with your Account Manager so they can update your account to the professional seller commission rate.



Creating your Account

Customising your Profile

Make it your own

Customise your username, profile picture and bio so prospective buyers know a little more about you and your listings

You can customise your information in “View my Profile - Settings - My Details “

< My details

PROFILE DETAILS

Picture 

Title Mrs >

Username @VCPRO

Firstname Firstname

Surname* VCPRO

Biography

New York based professional seller. Lover of vintage clothing. Follow my profile for some of the most desirable pieces that come through my store 👗 👛 👠

148 / 400

Your last name won't appear on the site

- Picture: Show off your personality with a profile picture or use your store logo.
- Username: Customise your username to reflect your personality or display your store name. Sellers can search the app via your username - it's great to use in your social media posts!
- Bio: Let buyers know a little more about you and your business.





adding your products

How do I list an item? Listing guidelines - Product information
Curation
Curation guidelines
-Photos
-Description
-Sizing & Measurements
-Restricted Listings
-Conditions
- Listing solutions- How do I decrease the time to get my items online?

LISTING & CURATION GUIDELINES

How do I list an item?

1

Upload your products using our tools

- Fill in the form
- Upload pictures
- Set up a competitive price
For MIT or API users > automatic



2

Our Curation Team checks & lists your items

- Curators review the product form
- Pictures undergo cropping
if needed



3

Validated products go live

- After review, items go live



Listing guidelines

Product Information

what information should i include in the listing?

Mandatory Product Information

Including this information increases visibility. Sellers often search for product by model name and sort results on best condition or colour.

- Product category
- Material
- Pictures - minimum of 3
- Colour
- Brand
- Currency
- Size
- Price
- Description
- Vintage (Y/N)
- Condition

Recommended Product Information

The more detail included in the product listing, the less likely a seller is to ask questions or return an item.

- Professional packshots
- At least one worn picture
- Year of production or serial number
- Proof of origin
- SKU or Item #



What are the curation guidelines?

The curation team is responsible for maintaining our catalog.

Our curators use their extensive product knowledge to ensure the quality of all listings on our platform. Before publishing your listing, our team will carefully review the description, photos and price. Here's what they are looking for:



Authentication and quality of pictures

Great photos are key to attracting potential buyers and reducing returns.



Pricing -is it in-line with our catalogue?

Items more than 10% above average selling price receive less visibility



Accuracy of product attributes and compliance of description

Correct brand, category, sub-category and model information increase product findability.



Flag items for findability- vintage & we love tags

Items in poor condition receive less visibility.

Curation guidelines

Description

detailed product description increases findability and gives potential sellers a better understanding of your product

Describe items accurately

- Provide all information you would want to know as a buyer
- Item description should be detailed and accurate
- Size & materials should match the tags
- Model - be as specific as possible
- List all flaws in description
- Vintage = 15 years and older (2006 +)
- Include the origin of the item if applicable (private sales e.g.)
- Mention any extras that come with the item (dustbag, box, receipt, authenticity card, etc.)
- Include your external SKU in the description to be able to search for your item on Vestiaire
- Items from VIP or staff sales MUST be flagged as such in the description

Prohibited Listing Information

- Business website addresses, contact information and shipping/ authenticity guarantees should not be included in the description
- Condition “New” - only “never worn” or “never worn with tag” allowed
- Only the actual brand of the item should be mentioned (ex: “Chanel inspired” will be rejected)
- For Chanel listings: Items must not be listed as “new” and we can no longer accept PR samples or gift with purchase

Sample Product Description

Rose Azalée Evercolor Hermès Constance 24 - The long flap secures with a palladium H that opens by lifting the center bar to reveal two sections inside with a slide pocket in the front compartment and a zippered pocket in the back all lined with matching-colored leather. The adjustable flat strap can be worn with a 9.5-inch drop or a crossbody drop of 17 inches. In very good condition and stamped with an A, it comes with a dustbag and box, and has a small, light mark on the flap from the strap, and a little mark on the inside from the zipper.
Product ID: H.R05142 Measurements/Size:
9”W x 8”H x 2.25”D

Curation Guidelines

Sizing and Measurements

detailed product description increases findability and gives potential sellers a better understanding of your product

Sizing Guidelines

- Include as much sizing information as possible in the description
- Providing measurements and fit info reduces the chance of return
- We recommend listing shoes in EU size
- If the item runs small/large, include this information in the listing
- What is written on tag should match the listing size

How to Measure your product

MEASUREMENTS *

Unit:

 Height * cm
With the bag closed and on a flat surface, measure the highest part, excluding the handles.

 Width * cm
With the bag closed and on a flat surface, measure the widest part.

 Depth (Optional) cm
On the side of the bag, take the widest part from one seam to the other.

MEASUREMENTS (Optional)

Unit:

 Length in
Place your item on a flat surface. Measure the front from the top of the neckline to the bottom of the garment. Tip: use a tape measure.

 Shoulder width in
Place your item on a flat surface. Measure the back from one shoulder seam to the other.

MEASUREMENTS (Optional)

Unit:

 Length in
Place your item on a flat surface. Measure the side from the top of the waist to the bottom of the leg. Tip: use a tape measure.

 Width in
Place your item on a flat surface. Measure the width of the trouser bottom.

Curation Guidelines

Restricted Listings

our community is always looking for timeless icons, vintage treasures and on-trend pieces. however, there are a few things we are unable to accept:

Import/Export Rules

Seller	Potential Buyer	Exo	Kids	Sunglasses
EUROPE	EUROPE	YES	YES	YES
EUROPE	WW	NO	NO	NO
SWITZERLAND	SWITZERLAND	NO	NO	NO
SWITZERLAND	EUROPE	NO	NO	NO
SWITZERLAND	WW	NO	NO	NO
HK	HK	YES	YES	YES
HK	ASIA	NO	NO	NO
HK	WW	NO	NO	NO
USA	USA	YES	YES	YES
USA	CANADA	NO	NO	NO
USA	WW	NO	NO	NO
AUSTRALIA	WW	NO	NO	NO

Furs Refused

- Leopard
- Ocelot
- Lynx
- Wolf
- Monkey
- Sable
- Tiger
- Cheetah
- Panther
- Elephant (ivory)
- Bear
- Seal

Rejected Items

- Prototypes
- Uniforms - including
- Not for sale gifts
- Outlet/ Destockage
- Modified/Customized products
- Ex-store/window display items
- Fragrance & Beauty products Gift with purchase
- Items marked "Not for Sale"

YES NO

Curation Guidelines

Conditions

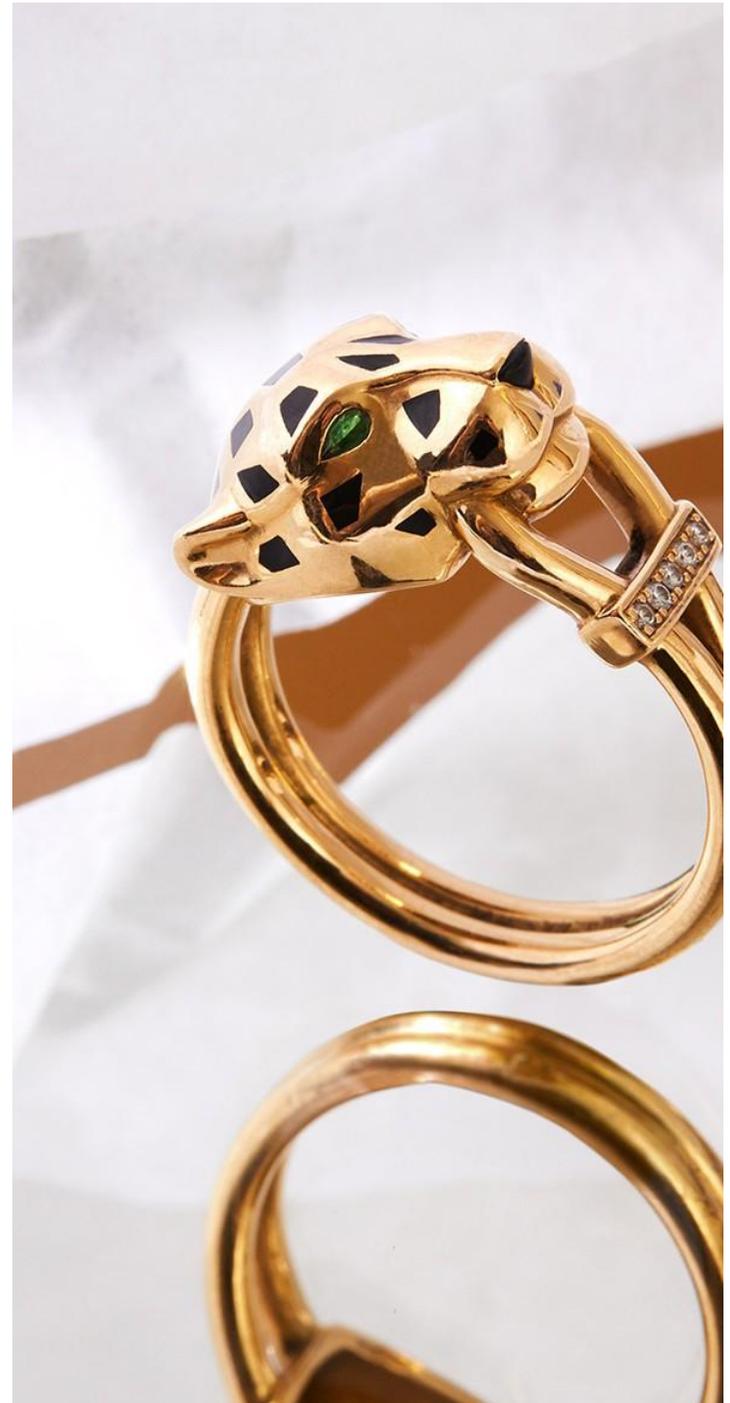
How do I choose my item condition?

The condition of an item is an especially important factor to help buyers make their purchasing choices. It also serves as a basis for our experts when your item is being checked by our Quality Control Team.

We recommend that you be as objective as possible when you choose a condition to describe your item. If you are unsure which condition is the best fit, always go for the lower one.

If our experts think that the condition of your item does not match the condition described on your listing, they may suggest a price reduction and begin a price negotiation between you and the buyer.

Opening a negotiation usually slows down (or cancels) the sale, as both parties need to come to an agreement in order for the sale to be validated.



Curation Guidelines

Conditions

NEVER WORN-WITH TAG

No defects, Original purchase tags (attached), No alterations.



NEVER WORN

No defects or alterations, must not have been washed.



VERY GOOD CONDITION

Light signs of use, no modifications, no stains of any kind, no holes, tears, pilling, felted knit, pulled threads, no discolouration, no missing removable items, no odour.



GOOD CONDITION

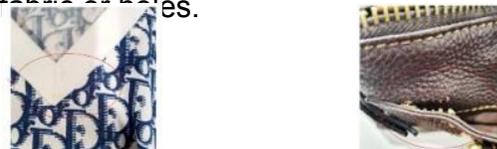
Modifications, little stains, pulled threads or pilling, no holes, tears, felted knit, pit or crotch stains, sticky fabric, degraded fabric, punctured corners, odour.



Accepted good defects: Small stains, snags, pulled threads, slight pulling

FAIR CONDITION

No Fair Condition is accepted on shoes. Criteria of eligibility: Modification mentioned in the description. No sticky fabrics, punctured corners, big tear, degraded fabric or holes.



Accepted light defects: Signs of use, pulled threads, pilling, snags, discolouration, stains, odour or deformation

REFUSED ITEMS

Very bad condition items = REFUSED.





Listing Solutions

How can I decrease the time-to-online?

We offer three product import solutions in line with your personal needs

	 Traditional deposit form	 Mass Import Tool	 API
WHAT	→ Step-by-step manual way of importing products	→ A link of your product feed pulled from your website	→ Application Programming Interface
HOW	→ Follow the steps of the deposit form on your app or on desktop	→ Your csv file via web link will sync your items in live time	→ Software intermediary allowing information flow between both platforms
FOR WHOM	→ Sellers depositing < 200 items per month	→ Sellers depositing between 200 & 1000 items per month	→ Sellers depositing > 1000 items per month
NEEDS	→ Basic digital knowledge	→ Website & Tech Developer	→ In-House Tech Team
SET-UP TIMING	→ None	→ 2- 4 weeks	→ 4-6 weeks

become a vestiaire expert

Understanding the Homepage

- Newsfeed
- Selling in-app
- Notifications
- Account Settings
- Understanding the Product Page
- Seller Ratings

A SELLER'S GUIDE TO SUCCESSFULLY USING THE PLATFORM

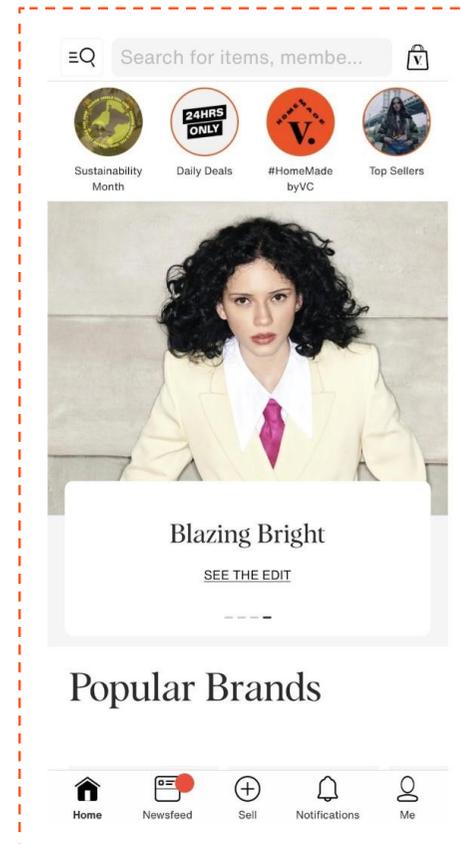




Understanding the Homepage

Our Homepage highlights the best of our community.

Take part in our campaign calendar to be featured in our Daily Deals channel, current campaigns and features. Campaigns, new-ins, Daily Deals and features are updated daily!



Understanding the Product Page

Brand & Listing Title

Ganni

FALL WINTER 2019 LEATHER WESTERN BOOTS | **# product likes** 199

WE LOVE

Seller Badge Vestiaire Collective
Listed for sale by Vestiaire Collective

🕒 EXPRESS DELIVERY

166,87 €

Free Control and authentication

40 EU [Size guide](#)

Very good condition [More infos](#)

Navy , Leather

🔍 Verified and authenticated by our experts [More infos](#)

Add to bag **Make an offer**

☆ Add to my Wishlist

📉 Follow price reductions

Allows buyers to submit a price offer - our highest form of buyer/seller engagement!

Sellers who add an item to their "wishlist" are automatically notified of any price reduction

📍 Vestiaire Collective Paris [More infos](#)

📦 Estimated delivery: 3 working days [More infos](#)

✓ Quality control completed [More infos](#)

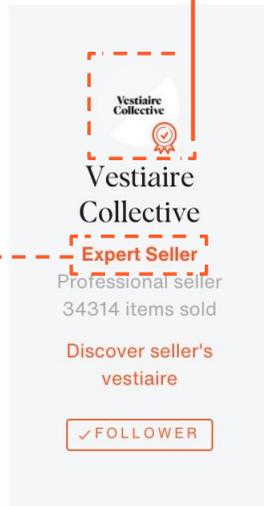
📷 Like 199 | 💬 Add a comment | ➦ Share this item

(A vertical gallery of images is visible on the left side of the product image area.)

Understanding the Product Page

Details

Customized profile picture and username



Vestiaire Collective
Expert Seller
Professional seller
34314 items sold
Discover seller's vestiaire
✓ FOLLOWER

"Professional Seller" tag and Seller Badges let potential buyers know they can purchase with confidence

Santiags basses en cuir embossé crocodile bleu nuit, bout carré, talon cubain. Pointure 40 EU.
Talon 7.5 cm, tige 13 cm. Vendues avec boîte et dustbag.
Packaging: Dustbag, Shoe box

TRANSLATE

DETAILS

- Online since: 08/04/2020
- Categories : Women
- Category: Shoes
- Sub-category: Ankle boots
- Designer: Ganni
- Model: Fall Winter 2019
- Condition: Very good condition [More infos](#)
- Material: Leather
- Colour: Navy
- Size: 40 EU
- Location: Vestiaire Collective Paris
- Reference: 9914420

A question ? Leave a comment for the seller

Product description

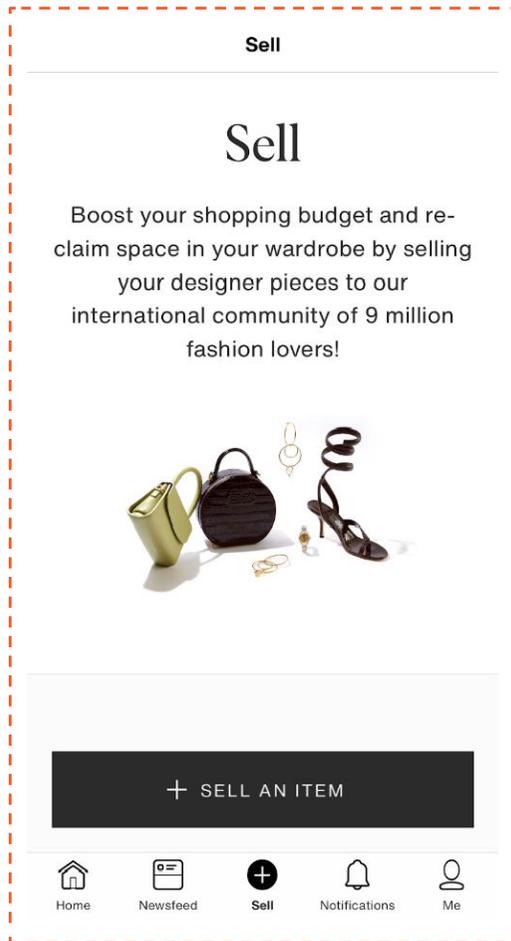
Quality control	+
Payment	+
Shipping	+
Returns	+
Help	+

This item is offered by a professional seller. Its price has been suggested by its seller.

SOLD WITH
-Dustbag
-Shoe box
"sold with" items must be included with the sold product in order to be deemed compliant

Understanding the Homepage

Selling in-app



Listing an item with the app

Enter the category that describes your piece

To help you, drop-down menus will appear throughout the listing process:

- Add photos
- Give a precise description
- Choose the condition that best reflects your item
- Set a fair price
- Once your item listing is complete, it will be reviewed by one of our experts. Item listings are normally posted online within 24 hours.

We offer 3 ways to list your items on the platform depending on inventory size and technical capabilities.

Selling in-app (manual), CSV integration (bulk), and API.

More information can be found in section 2 - Listing Solutions.



Seller Ratings

Seller badges are a new way for our most **active** and **trustworthy** sellers to stand out on Vestiaire Collective. Increase your seller stats, unlock a Trusted Seller or Expert Seller badge and get rewarded with **exclusive advantages** to boost your visibility and sales.

How can I unlock a badge?

Badges are awarded to the sellers who sell regularly ensure their items confirm to their descriptions and ship quickly. There are two levels of seller badges: **Trusted** and **Expert**. They can be earned base on 3 criteria.



Trusted Seller



Expert Seller

Criteria

*Within a 6 month rolling period

		
Volume (Number of items sold)	2 items	5 items
Conformity (% sold conforming to product description)	80%	90%
Shipping (% sold items shipped within 5 days)	80%	90%

Benefits

		
Boosted visibility of your items	+	++
Boosted visibility of your profile	+	++

Holiday Mode

Are you going on holiday? Let the community know that you won't be able to send your items. This will prevent your sales from being cancelled, your seller statistics going down and your buyers being disappointed.

You can activate Holiday Mode» at any time to make your items unavailable for purchase.

To do this, go to your account:

Via the app, «Me», «Holiday Mode»

Via the site, "My Account", "Holiday Mode"

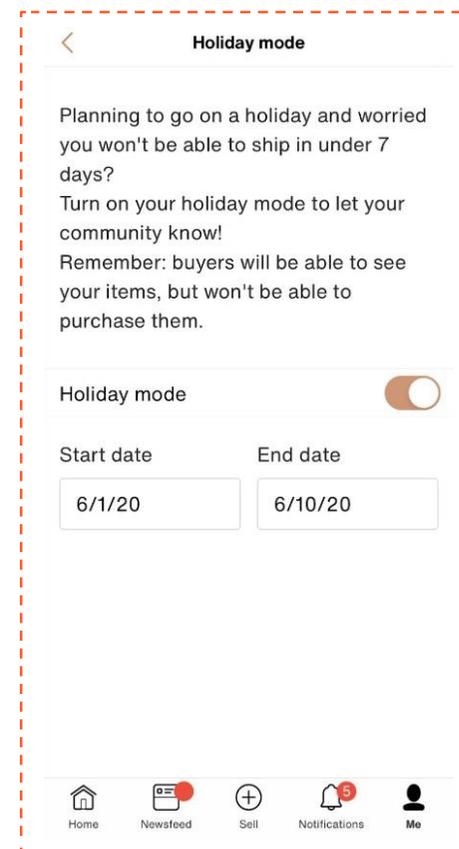
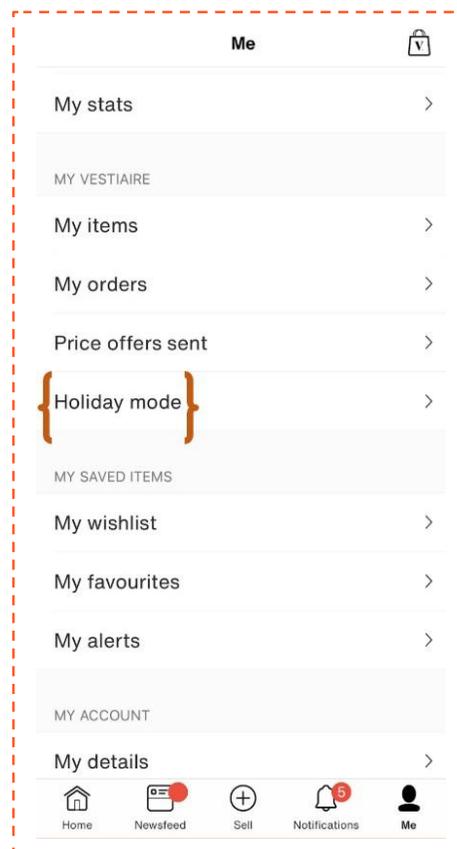
-Your items will remain online but the "Add to Cart" and "Negotiate Price" buttons will be disabled.

-An absence message will also be displayed in the description of your items, to let potential buyers know you are away and invite them to come back later.

Item unavailable

This item cannot be bought due to temporary unavailability of the Seller. Come back later to check when it's available again.

This message will automatically disappear at the end of the indicated period and the "Buy" and "Negotiate" buttons will be reactivated.





adding your products

The right supply for the right customer at the right time

Supply guides

-Evergreen & Hot Supply

Set Competitive Prices

Make Me an Offer

- How it works

- Negotiations

Leveraging Marketing Channels

-Flash Sales & Daily Deals Global

Marketing Opportunities

-Mega Days & Global Campaigns

Price Drops

**A SELLER'S GUIDE
TO
SUCCESSFULLY
SELLING
PRODUCTS ON
VESTIAIRE**

The right supply for right customer at the right time

Timing is everything

Seasons change and so do buyer habits. Our deposit guidelines identify the best product to list and when to sell to maximize profit.



Seasonal Deposits

Deposit seasonal items based on the time of year for a faster sell through. Offering markdowns at the end of the season is a great way to increase visibility in slower transitional months.



Save the Date

Festival season, Pride month and Fashion Weeks all provide unique opportunities to market one of a kind items. Keep in mind key dates for upcoming holidays, too.



Old vs. New

Updated releases of vintage styles such as the Dior Saddle bag increased demand for vintage versions by 5x. Likewise, changes in fashion can drive demand. Sales for “Phoebe Philo Era” Celine clothing and accessories increased 3x after the designer retired in 2018.

How do price offers on Vestiaire Collective work?

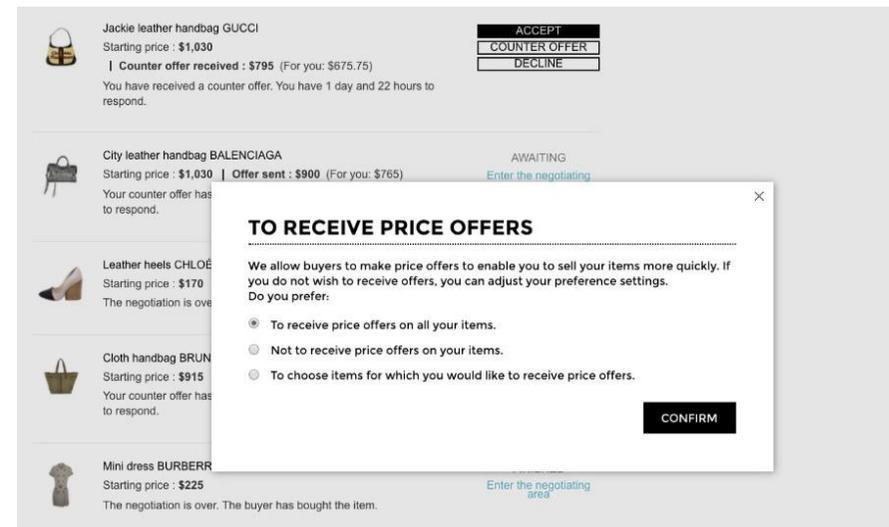
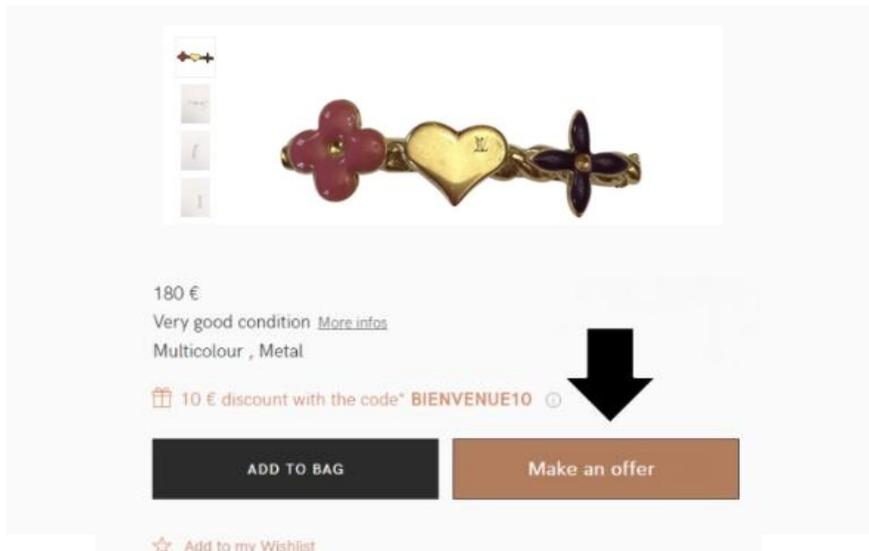
Make Me an Offer feature (MMAO):

MMAO allows buyers to offer a lower price. The feature is the highest level of engagement between buyers and sellers on the platform.

Sellers can choose whether or not to enable this option. If disabled, the buyer cannot submit an offer on the product page.

Note: 60% of sales are made via MMAO so we encourage you to keep this feature activated!

Price offers cannot be set at more than 30% of the original sale price.
> For instance: A jacket is on sale for £100. The price offer must be equal to or higher than £70 to be accepted.

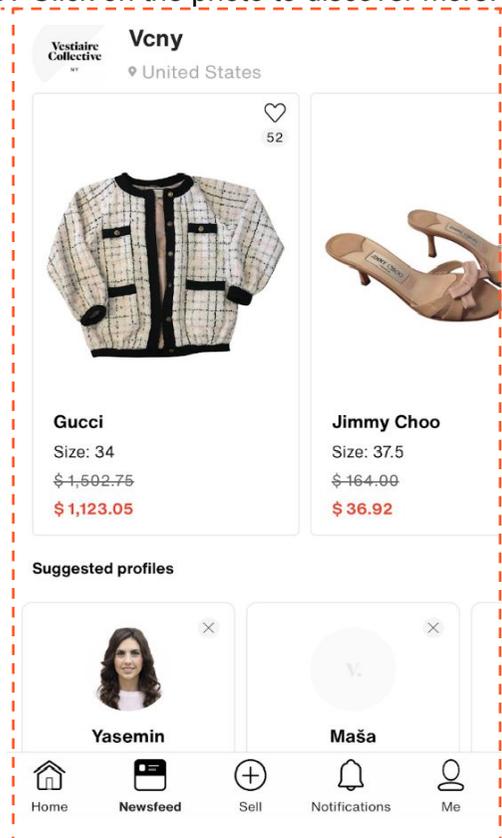


Understanding the Newsfeed

Our newsfeed is the best way to engage with our community.

This is where your followers will get updates on your new listings and price reductions. The more followers you have, the more visibility your products receive.

See a profile which interests you, and want to know more? Click on the photo to discover more.



The right supply for right customer at the right time

Selling in-app

Evergreen & Hot Supply

Each season our fashion experts identify our best-selling categories and products on the platform. Supply guides are shared with our professional sellers by our Account Managers.



Evergreen Supply - “The Classics”

Items that never go out of style and are top sellers season after season. Think timeless Chanel bags, Hermès Birkins or Burberry trench coats.



Hot Supply - “Get it while it’s hot”

Hard to find and fast to sell, these items are in-demand and in short supply.



Set Competitive Prices

The price should be consistent with your item's brand and condition as well as current market demand.

1

Use our platform as a benchmark

Search for current listings in similar style, condition and material to determine the average sale price.

Items aligned or below average listing price have a greater chance of selling quickly.



2

Research

Second-hand and vintage items don't all age in the same way! This can explain the difference in price between two similar items on our site.



3

Observe

The number of likes on a product are a great way to gauge buyers interest. A large number of likes may signal an item is overpriced.

Price Drops

Why do Price Drops?

15% of all items sold have had a price dropped in less than 48 hours After 15 days of listing, doing a price drop doubles the item's chances of selling.

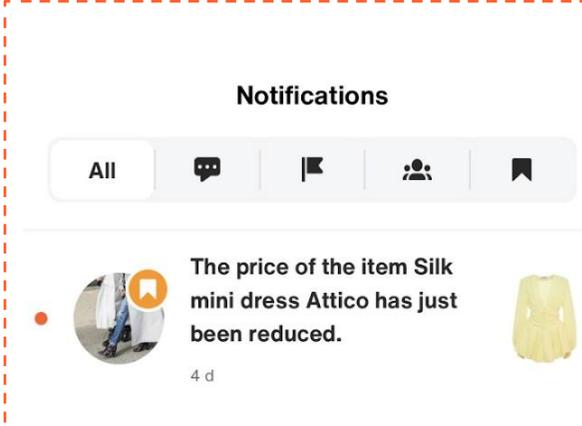
Listings dropped more than 10% can be featured in the "Daily Deals" campaign on the Homepage.



ATTICO
SILK MINI DRESS

~~\$1,250~~ **\$695**

Price Drops stand out in our catalogue
All price drops will be displayed on your item's page with the original price crossed out and the new price on the right, highlighted in red.



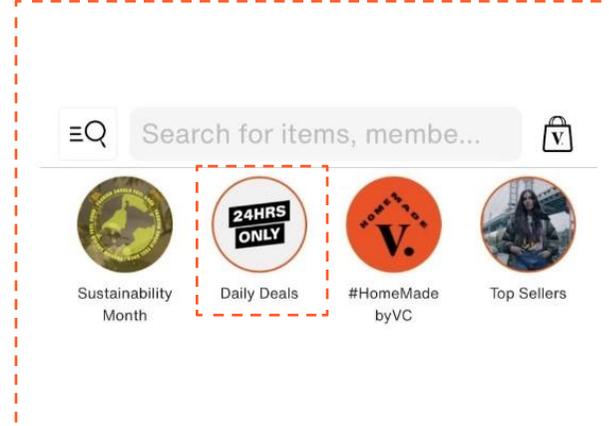
Notifications

All [message icon] [flag icon] [people icon] [bookmark icon]

 **The price of the item Silk mini dress Attico has just been reduced.** 

4 d

Notify the right people
All members tracking your item will be sent an email alert.



Search for items, membe... 

 Sustainability Month  **Daily Deals**  #HomeMade byVC  Top Sellers

Gain visibility on the Homepage
The bigger the discount, the better!

Price Drops

Why do Price Drops?

In App or Desktop:

Sign in to your account then select:

- On the app: "Me", "My Vestiaire", "My items".
- On the website: "My account", "On Sale".

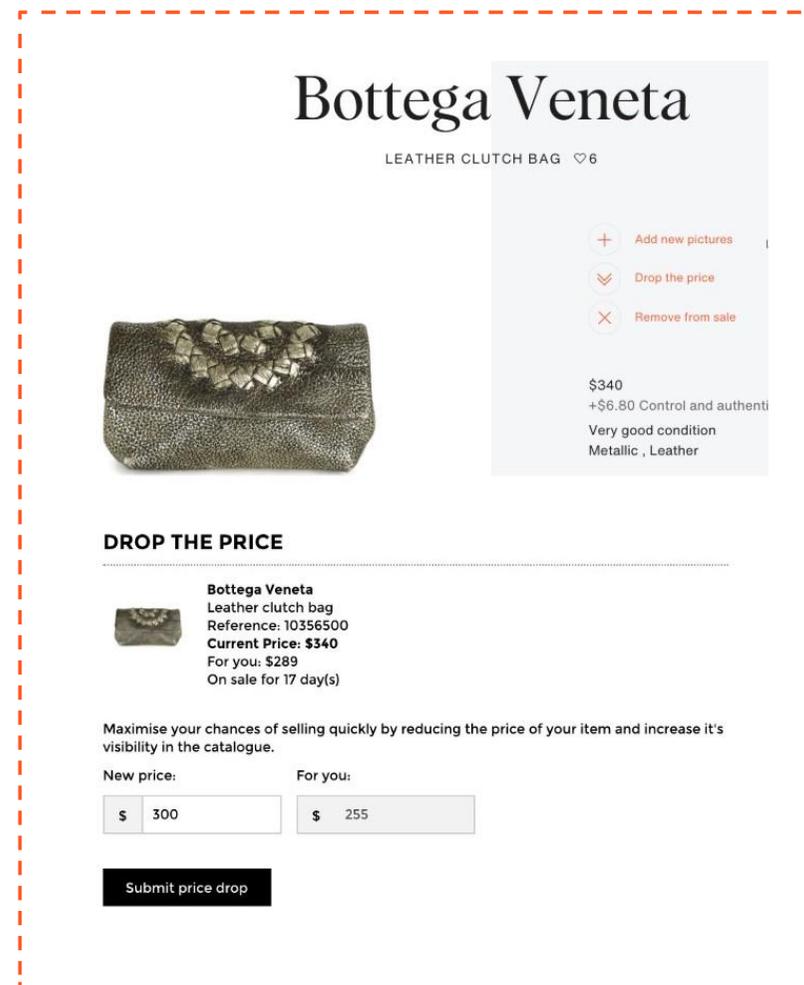
In both cases, click on "Drop the price" in the banner to the right of the main photo*.

A new window will appear allowing you to set your new sale price. You can also find this edit banner directly on the item page.

Price Drops stand out in our catalogue

Interested in dropping the price for multiple listings by a set amount or percentage?

Your Account Manager can do this for you!
Contact your account manager for more information.



The screenshot shows the product page for a Bottega Veneta leather clutch bag. The product name is "Bottega Veneta" and the category is "LEATHER CLUTCH BAG". The current price is \$340, and it is on sale for 17 days. The edit menu includes options to "Add new pictures", "Drop the price", and "Remove from sale".

DROP THE PRICE

Bottega Veneta
Leather clutch bag
Reference: 10356500
Current Price: \$340
For you: \$289
On sale for 17 day(s)

Maximise your chances of selling quickly by reducing the price of your item and increase it's visibility in the catalogue.

New price: For you:

Submit price drop



Managing your MMAOs

MMAO Negotiations:

Once received, sellers have 48 hours to accept, decline or make a counter-offer. If you accept, the buyer has 24 hours to confirm their order.

Keep in mind:

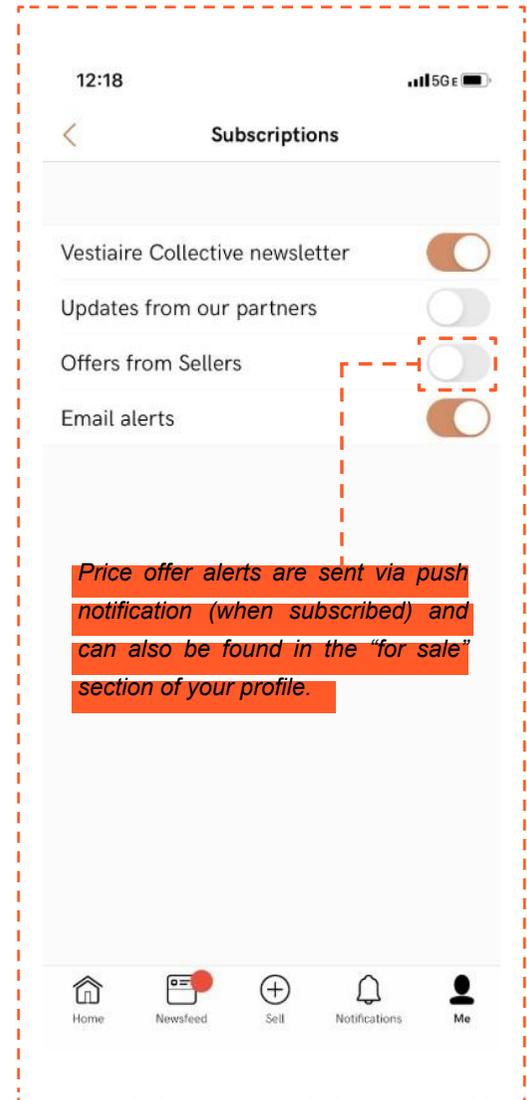
- Price offers are non-binding until both parties accept, and the buyer proceeds with purchasing an item.
- Buyers cannot accept more than one offer for an item at once.

information for sale alerts orders & sales payment consignment refer a friend

ONGOING NEGOTIATIONS ⓘ

▶ Setup

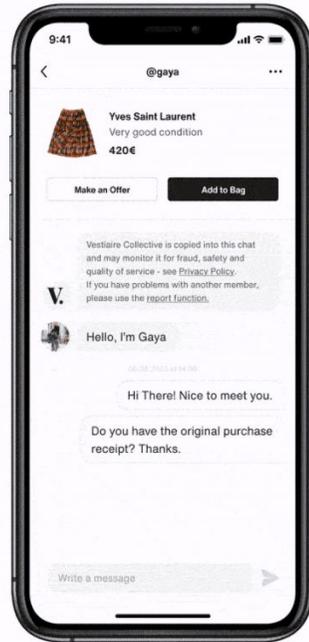
	<p>Leather ankle boots CHANEL</p> <p>Starting price : \$685 Offer received : \$484.27 (For you: \$411.40)</p> <p>You have received an offer. You have 1 day and 15 hours to respond.</p>	<p>ACCEPT</p> <p>COUNTER OFFER</p> <p>DECLINE</p>
	<p>Leather clutch bag PRADA</p> <p>Starting price : \$340 Offer received : \$244.99 (For you: \$203.15)</p> <p>The buyer's previous offer is still available. You have 1 day and 21 hours to respond.</p>	<p>ACCEPT</p> <p>COUNTER OFFER</p> <p>DECLINE</p>
	<p>Jackie leather handbag GUCCI</p> <p>Starting price : \$1,030</p> <p> Counter offer received : \$795 (For you: \$675.75)</p> <p>You have received a counter offer. You have 1 day and 22 hours to respond.</p>	<p>ACCEPT</p> <p>COUNTER OFFER</p> <p>DECLINE</p>



Buyer / Seller Chat - Overview

Buyer-Seller Chat Improving Your Communication

We heard you loud and clear - you asked for easier, **more direct communication between buyers and sellers**, so we've created a way for you to do just that. Introducing **Buyer-Seller Chat!** Discuss items directly with your buyers and respond quickly to sell better - and faster. We hope you like it!



What is it?

This new feature allows our buyers and sellers to have more direct contact on Vestiaire Collective.

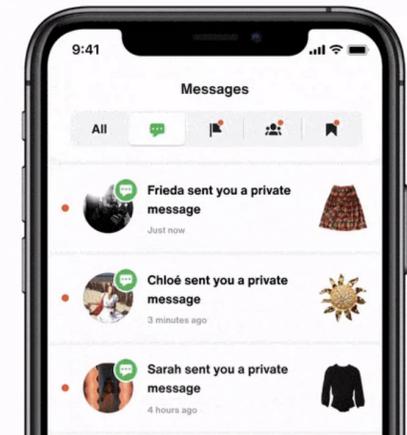
How does it work?

For sellers, chat means that offers and negotiations should be much smoother as buyers will be able to discuss offers and details with you directly. This should hopefully reduce lowball offers, speed up response times, and provide reassurance to buyers, all of which will have a positive impact on your seller status.

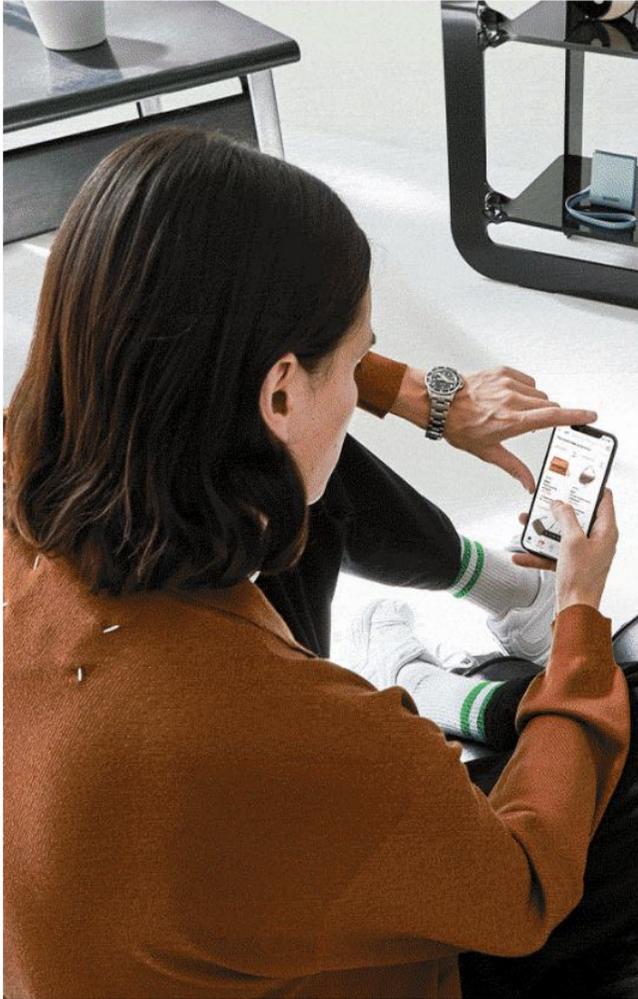
For buyers, chat means you can ask questions about the availability or quality of items more quickly, and hopefully receive faster responses. You can also discuss offers with the seller before making them, and check in with them directly at any part of the sale. Simply click on the speech bubble button on an eligible item to get chatty with a seller.

How do I see my chats?

All messages will be easily accessible through your notification centre, so you can respond quickly to get your sale moving. →



Buyer / Seller Chat - Rules & Restrictions



Rules & Restrictions

While we always seek friendly solutions and warn members beforehand, there are situations when we have to block members' accounts temporarily or permanently. This happens when members ignore our Terms of Use*.

You may be temporarily banned for:

- Offensive behaviour towards members, our team or spamming
- Promoting sales outside the Vestiaire Collective payment system
- Providing contact information that may direct sales outside of the Vestiaire Collective Platform (Website, Phone Number or Email address)

We permanently block members for:

- Repeatedly behaving in a way that would otherwise cause them to be temporarily blocked
- Selling outside of our Vestiaire Collective payment system
- Discrimination and explicit imagery

* Please contact your Account Manger for full Terms of Use



Managing seller comments

What are the benefits of seller comments?

18%

Items sold with comments

x2

Success of MMAO when a comment is posted

7K

Daily users from comment notifications

Chat



elena

5/27/20, 09:28

Hi, could you make photos of the marks you've mentioned in the...

♡ 0

Show all Comments



How it works:

- Sellers can leave a comment directly on your item's listing. It's a great chance for you to clarify colour, size of condition of an item, thus reducing the chance of a return.
- You will be notified immediately (via email and app notification)
- The faster you reply, the higher the chance your item will sell! Sellers receive the notifications in-app and via email with your response.

Leveraging Marketing Channels

our marketing channels are great opportunities to leverage additional exposure of your products to our community.

Search for items, membe...

- Direct Shipping
- DAILY DEALS** Daily Deals
- Top Sellers
- European Treasures

Products are highlighted in-app and on the homepage and run for 24- 48 hours.

How it works:

- Flash Sales and Daily Deals are scheduled weekly and coordinated by Account and Category Managers.
- Themes, categories and sellers are chosen based on product assortment and current trends.
- Account Managers will let you know upcoming opportunities when applicable, and manage all temporary price drops.

Search by brand, item... **Vestiaire Collective** [Sell an item](#) [Sign in](#) [Sign](#)

Just in Designers Women Men We Love Vintage Bags Watches and Jewelry Children Express Delivery Direct Shipping

Daily Deals Exceptional Pieces Gift Ideas End of Year Party Express Delivery

PROFESSIONAL SELLERS 72 HOURS ONLY PROFESSIONAL SELLERS

Top Holiday Deals
SHOP UP TO 50% OFF

Earn More! Up to 40% off Selling Fees!
LIST NOW

adding your products

Dedicated B2C campaigns

We have dedicated campaigns for our pro sellers. Multi per month. over all categories, HOMEPAGE visibility in app and web

Requirements:
Markdown of selected items for 48-72 h.

Daily Deals

This channel is on the global Homepage and in-app, and showcases your professional seller profile.

Requirements:
Markdown of seller's catalogue for 24-48 hours

Global Marketing Opportunities

Mega Days & Global Campaigns

Each year Vestiaire Collective runs several month-long global campaigns designed to celebrate and engage our community of buyers and sellers.



Welcome to the 'Wardrobe Reality Check' Challenge

Vestiaire Collective brings you the 'Wardrobe Reality Check' challenge. Start making a difference and join the circular fashion movement today.

[How to take the challenge](#)

Act & Earn for Sustainability Month

Across the next few weeks, we want our community - that's you guys - to get directly involved with our circular fashion movement, by depositing your pre-loved items with us. The more pieces you deposit, the more gift vouchers you earn from us.

[Get Started](#)



Global Campaigns

With a key focus on supply and pricing, these campaigns are targeted to drive engagement and conversion.

Past campaigns include "Sustainability Month" and "Vestiaire Vibes"



Mega Days - 4x a year

With almost 2x the sales and engagement of a normal day - our Mega Days are the most meaningful campaigns.

Past Mega Days include "Vestiaire Days" and "Vintage Mania"

after your first sale

After an item sells

How do I ship my item?

- Packaging
- Shipping Labels

Authentication and Quality Control
Overview

- Meet our Authentication Experts
 - Quality Control - Negotiations
 - Quality Control - Final Steps
- Returns

Payment





After your item sells

What's next?

Sellers are notified via email and via push notification (in-app) once an item sells. This notification contains the item information, sale price, and shipping label for download.

Reminder: After the sale of your item has been confirmed, you have 7 days to send the item.

If you do not send the item within 7 days, the sale may be cancelled and the buyer reimbursed for the full purchase amount. The sooner you send your item, the greater your chances of becoming a Trusted or Expert Seller.

How do I ship my item?

Labels

How do I print my shipping label?

On the app: “Me”, “My items”, «Sold items»
On the website: “My account”, “Orders & sales”, “Sold items”

From the item, click on “Download the shipping label”.

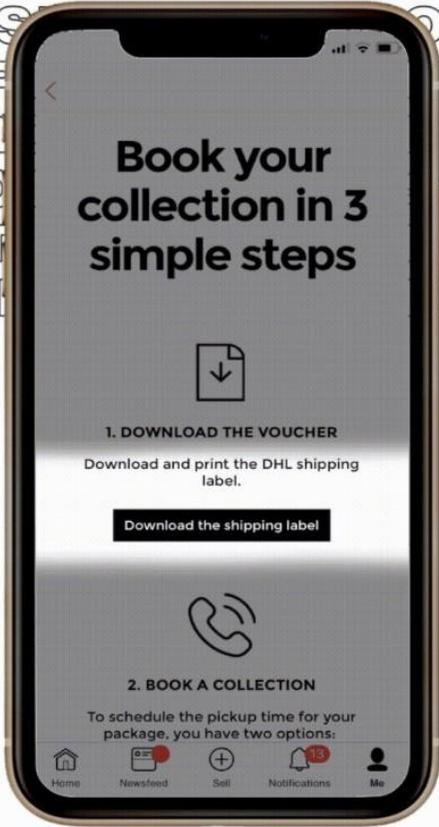
You’ll also find a link for this shipping label in the sale confirmation email we sent to you.

Can’t see the label? Check that your billing address is correctly registered in your account details. Otherwise, click here to check if you’re located in a country for which we do not provide prepaid shipping labels.

For our sellers in Australia, Canada, Singapore and Switzerland, don’t forget to include your pro forma invoice. Download on our website, or contact your Account Manager for more info.

Important Shipping Rules:

- Each item must be shipped separately.
- Vestiaire Collective provides prepaid shipping labels for each item sold. We require items are sent with these labels in order to easily identify your product when received at our warehouses.
- We insure and assume responsibility for all items from the time they are received at our warehouse or handed over to the Account Manager or courier, until the item is received by the buyer. All items are insured against theft and accidental damage up to the selling price.



1. First up, get your shipping label downloaded and printed out pronto. Double-check your billing address if the label doesn't appear straight away.

How do I ship my item?

Packaging

How do prepare my item for shipping ?

1

Carefully clean your item.

Whether it's a watch, shoes or a canvas bag, we recommend that you clean your item before sending it to us. For clothes, ensure they are washed and ironed, clean the soles of your shoes, and even change the battery of your watch!

You'll avoid the risk of the price being reduced or the item being rejected by our Quality Control team.

3

Pack your item carefully.

Is your item fragile? To avoid any damage, we recommend carefully securing the item inside the packaging.

To do this, you can wrap it in bubble wrap, use air bags or if not available, fill any empty spaces with newspaper. If your item arrives damaged and the packaging is found to be inadequate, we cannot guarantee any compensation.

2

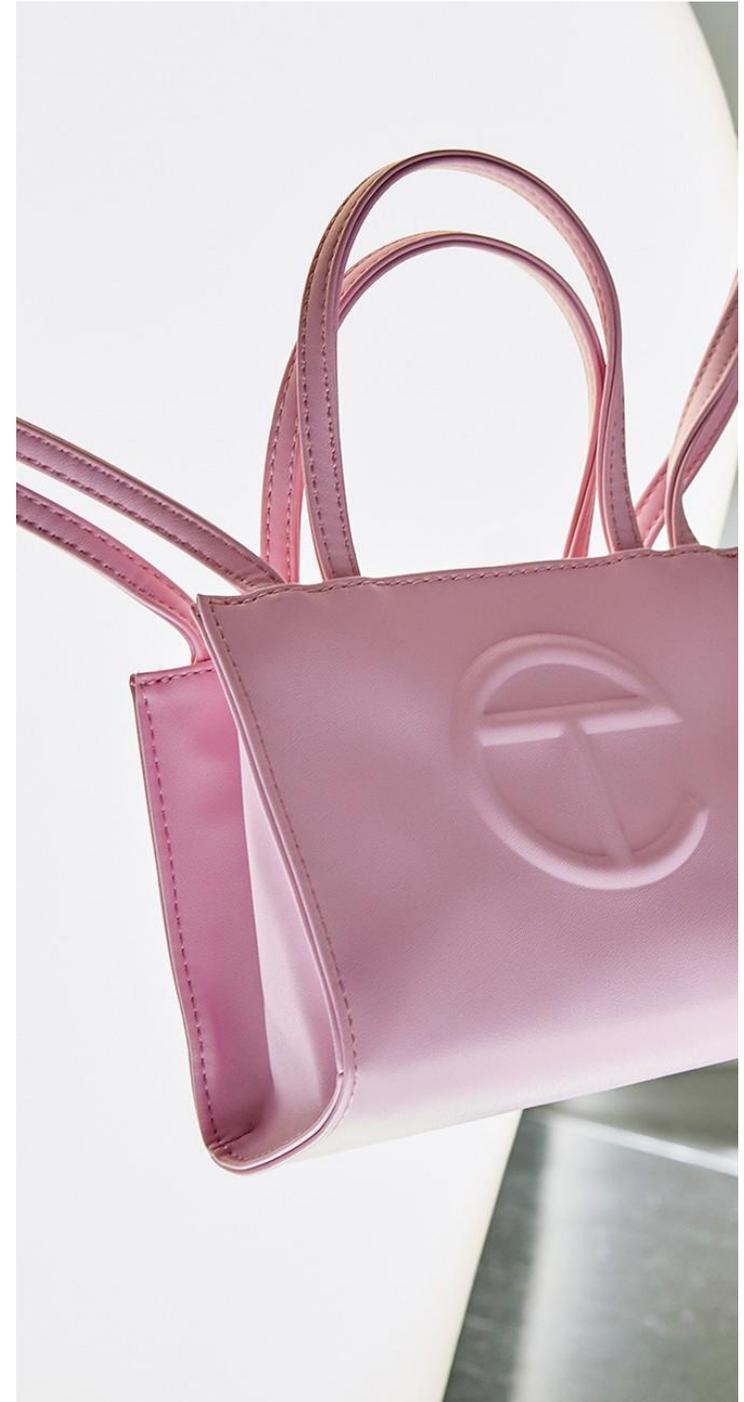
Choose suitable packaging for shipping your item.

Choose packaging that fits the size and shape of your item. For example, a shoe box is too big to send glasses and would be way too small to send a winter coat.

4

Include all the components stated in your description and ensure they are visible.

If you want to include a dust bag, an authenticity certificate or perhaps a message to your buyer, simply place them in the package.



Direct Shipping

Direct Shipping for Professional Sellers

We are pleased to announce that we now offer Direct Shipping for our Professional sellers! Products that qualify will be eligible for buyers to choose the Direct Shipping option during checkout. Any item under \$500 will automatically qualify for all professional sellers.

Advantages to Direct Shipping

In addition to providing savings and faster shipping to our buyers, Direct Shipping offers several advantages to our sellers:

- **Bypassed QC negotiations:** Direct Shipping skips the authentication and control process at Vestiaire Collective's warehouse, resulting in fewer QC negotiations and hold-ups to you.
- **Simplified returns:** The majority of Direct Shipping customer returns will be shipped directly back to you, streamlining the returns process.
- **Faster payment:** On average Direct Shipping products reach the buyer on average 3-4 days faster than Standard Shipping, resulting in faster payment to sellers.



What is changing?

Very little is changing, but please see below the main process changes you should be aware of:

Shipping labels: When a buyer selects Direct Shipping on one of your products, the shipping label sent to you will include the address of the buyer rather than of your local Vestiaire Warehouse.

Returns: If a customer chooses to return your item, they will now ship returns directly back to you rather than to their local Vestiaire Warehouse. This process will apply to all returns except those where an Authentication concern has been raised. In this case the item will be routed via our closest warehouse so that we can check the item.

Authentication and Quality Control Overview

All items on our platform go through an in-person check once sold.

These checks are performed by in-house experts who previously worked in luxury houses and who receive ongoing training.

Our experts check for:

- **authenticity**
- **quality as described**

All items that pass these tests are then individually tagged with the name of the inspector prior to being prepared for shipping.



Step 1

Our in-house experts check each item in compliance with our rigorous authentication process.



Step 2

Another expert from our team checks that the item matches the seller's description.



Step 3

The item's condition is checked. If a defect is found, a price negotiation will begin.



Expert Tips from our Authentication Experts

Who is responsible for authenticating my items?

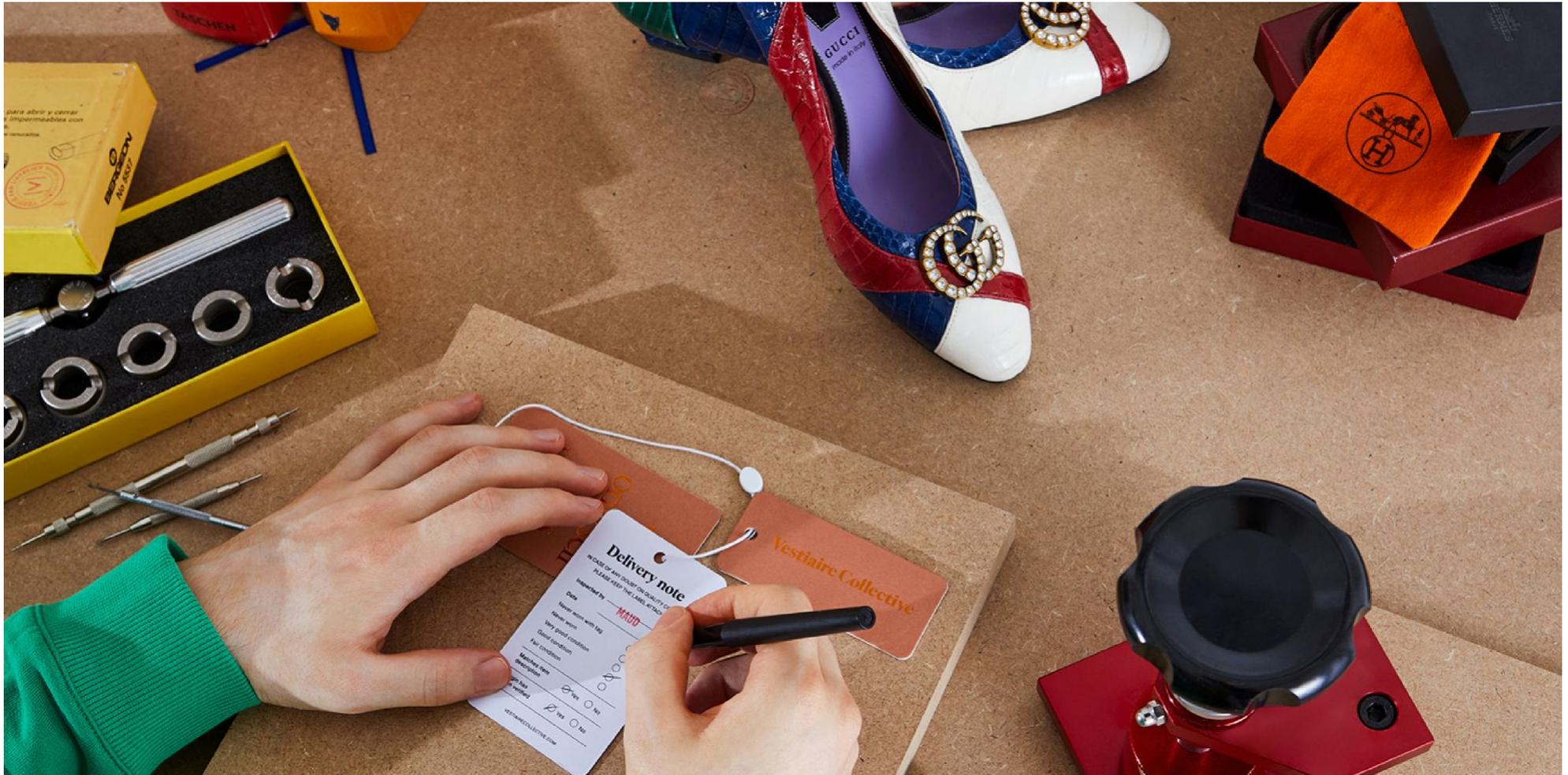
- auctioneers
- gemologists
- fashion historians
- collectors...
- ...but above all, enthusiasts

How can I ensure my items are accepted?

Including the following information when depositing your items* increases the chance that items will be accepted and processed quickly:

- Item receipt
- Proof of Origin
- Serial Number and Authenticity Card
- Original Packaging

*At this time, only manual depositors are able to submit additional authentication documentation. Sellers integrated with one of our bulk tool solutions should contact their account manager for more information.



Quality Control

Final Step

What happens when my item is accepted?

Once your item has been checked and accepted as genuine by our quality control team, we'll send it on to your buyer within 48 hours.



Returns and Payment

Returns

We have a 14-day change of mind return policy.

Should this happen:

-We receive and re-check all items to ensure they are in the same condition

-Depending on where the item is returned, we will either send it back to you or keep it in our facilities and help you to resell it. Please contact your Account Manager to arrange.

-You can request to have your items returned to you at any point in the process.

Payment

Once the buyer has received the item, payment for successful orders is made the day after the 14-day return period.

To avoid delays in payment, please ensure your account is updated with the correct payment details at all times. All transfers are made via Paypal or wire.



Whitelisting

What is Whitelisting?

As a whitelisted seller, your listings are immediately available online without being first approved by our in-house curation team. This means that items you deposit are listed on average 1 day faster!

How do I qualify?

Whitelisting eligibility is reviewed on a monthly basis according to your seller score.

All professional sellers on Vestiaire Collective have an overall Seller Score of between 1 and 5. Don't worry - your Seller Score is only visible to you.

The most important factor in maintaining your whitelisting eligibility is **Authentication**.

To improve your authentication score:

- Make sure that all your items are authentic and meet the standards of the brand
- Thoroughly authenticate your products before listing them
- Remove any items from your catalogue about which you have any doubt

How do I know if my listings are whitelisted?

Whitelisting eligibility is reviewed every 30 days. Qualified sellers receive an automatic message letting them know when they are enrolled.

Since seller score and whitelisting eligibility changes every 30 days, whitelisted sellers must keep their score up to remain in the program

10 Golden Rules for Professional Sellers

1. **Be Brand Savvy**

Some brands never go out of style. On Vestiaire; Hermès and Louis Vuitton are forever popular, so will always sell for a good price, no matter what the season. Some brands however may be hot property for a season or 2, so it's good to buy and then resell them quickly, as you may be able to make 100% of your money back... It's about knowing what's hot and following demand

2. **Use Social Media to your advantage**

Instagram is a great way to keep an eye out for brands of the moment and micro-trends. Use you handle in stories to promote you shop and listings.

3. **Think seasonal**

If you want to sell your pieces quickly, make sure to sell them at the right time.

4. **Presentation is everything**

Fact : the better your pictures are, the faster your items sell! Always make sure to photograph your clothes at the right angle and in the best light possible. Photograph all of the little details and flaws, and why not include a picture of the item on; it will help sellers get a better feel for how the piece hangs.

5. **Be transparent**

When describing your item, it can be tempting to omit small imperfections in a bid to sell your piece faster. Don't fall into this trap though, it's always better to be honest about imperfections to avoid stalling the process at a later stage.

All sold items are checked by our team for quality and authenticity. Any unmentioned imperfections will be noted and called out. Depending on the discrepancy, we'll either offer the buyer a lower price or cancel the sale altogether. Honesty really is the best policy!

6. **Price wisely**

It's all about balance. You want to get the most money for your item possible, but at the same time, you also want to ensure it sells. Check out similar items on Vestiaire before listing your piece and make a note of those that have sold and those that haven't. This will help you to gauge an appropriate price for your specific item.

7. **Be Active**

Deposit items as regularly as possible - but don't stop there! Once your item's online, make sure you stay responsive. Answer any questions you receive from potential buyers and be open to offers should you get any. The more you engage, the higher the chance of your item being seen by the community, so the more chance it will sell!

8. **Stay Current**

Managing your current listings is as important and depositing them. If you are a manual depositor, remove items that are not longer available from the platform immediately to avoid canceled sales.

9. **Manage Markdowns**

Who doesn't love a good sale? Regularly marking down your inventory is a great way to increase visibility of your products. Visibility in our catalogue is now based on price: meaning the more attractive the price, the more your item will be highlighted in our catalogue.

10. **Use the App**

If you haven't done so yet, it's worth downloading our App for easy, hassle-free selling. List your items in minutes, easily track the interest in your pieces and engage with potential buyers whilst on the go. Download today to become a selling pro this season!