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Vestiaire Collective Expands Menswear: Men Drive Growth in Luxury Secondhand Market

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Paris, Sept. 2025 — Once dominated by female shoppers, the **luxury secondhand fashion market** is witnessing a powerful new wave: men. According to a new report by **Vestiaire Collective**, a staggering **70 percent of men now buy clothing with resale value in mind**, marking a cultural shift in how men perceive fashion, luxury, and sustainability.

Already a leader in pre-loved womenswear, **Vestiaire Collective** has officially expanded its platform with a **dedicated menswear category**, offering **tailored visuals, personalised recommendations, and a bespoke shopping experience.**

“**Menswear is now establishing itself as one of our most dynamic segments,**” said Maximilian Bittner, CEO of Vestiaire Collective. “Men are fully participating in the luxury second-hand market; they are seeking exclusivity, access to luxury at fairer prices and resale potential.”

The New Male Secondhand Shopper

The typical **male Vestiaire Collective buyer** is younger than the female clientele, with **59 percent from Millennial and Gen Z generations.** Unlike women, men focus largely on **ready-to-wear clothing** rather than accessories.

Top items include:

- **Rolex watches and Louis Vuitton trainers & bags**
- **Moncler jackets**
- **Nike sneakers**
- **Gucci bags**

Interestingly, sneakers account for only **10 percent of listings**, showing that men are embracing **luxury clothing and watches** with equal enthusiasm.

A Global Market With Local Nuances

While sellers are predominantly **Italian (31%), French (19%) and British (9%)**, buyers come from a wider pool—especially the **US and Germany.** This demonstrates the platform’s reach in connecting global resale communities.

Beyond household luxury names like **Prada, Louis Vuitton, and Gucci**, male buyers are increasingly drawn to **niche labels and collaborations** such as **Adidas x Wales Bonner, Moncler x Palm Angels, Chrome Hearts, Denim Tears, On Running, Tudor, Baldinini, and The Row.**

The Bigger Picture

In just three years, **menswear listings have grown by 88 percent** on Vestiaire Collective, and one in five purchases now comes from men. This meteoric rise signals not just a shift in shopping habits, but also in **attitudes toward sustainability, value, and identity in luxury fashion.**

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