

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

Published on 26 Sep 2025 | By IFI Correspondent



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.**

? For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/VISHAL KHAIRNAR, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.