



USING INFLUENCER MARKETING TO CREATE A DEEPER CONNECTION



OVERVIEW

CASE STUDY

We worked with luxury pre-loved fashion marketplace Vestiaire Collective to drive awareness of the site and app as the **go-to destination** to shop the best selection of high-end circular fashion and a **vital resource for reselling** luxury garments.

Through partnering with trusted influencers across **multiple territories**, we successfully communicated a variety of messages around buying, selling and sustainable fashion – ultimately achieving over 14.2 million views and over 600,000 likes.

RESULTS

14.2M+

VIEWS

600K+

HEARTS

20K+

CLICKS



Fanbytes
by brainlabs



Vestiaire Collective



Give your wardrobe
a second life.
It's the new luxury

Vestiaire Collective

The leading global online marketplace for desirable pre-loved fashion, Vestiaire Collective is on a mission to promote **circular fashion**.

Headquartered in Paris with offices in London, Berlin, New York, Hong Kong, Singapore, Lisbon and Seoul, Vestiaire is a certified B Corporation standing for **activism, transparency** and **community**. Its luxury fashion resale platform is home to over 5 million items – with 20,000 daily new-ins – from high fashion brands and household names to emerging designers and independent labels.

THEIR CHALLENGE

Vestiaire Collective wanted to **drive mass awareness** on TikTok and position itself as the go-to **preloved shopping** & fashion **reselling platform** for Gen Z and fashion activists.

They challenged us to generate widespread reach with this perception across the **UK, France, Italy** and **Spain** through a 6-month, always-on campaign.

“There was a specific focus on reaching fashion activists across the different markets.”

OUR APPROACH

We used our in-house data & insights tool, **ByteSights** to identify the best influencers in each region, allowing us to reach target audiences whose **interests closely aligned** with Vestiaire Collective.

3-7 influencers in each territory posted monthly videos, each exploring a **new creative angle**. This allowed us to tap local trends and content styles, and facilitated the communication of **different messages**.

We developed TikTok video creatives that suited influencers' natural styles, while staying true to Vestiaire Collective's values. All content had a clear CTA in the video and caption, and influencers had a link in their bio for 5-7 days to **drive traffic** to the website and **encourage app downloads**.

WHAT WERE THE RESULTS

14.2M+

VIEWS

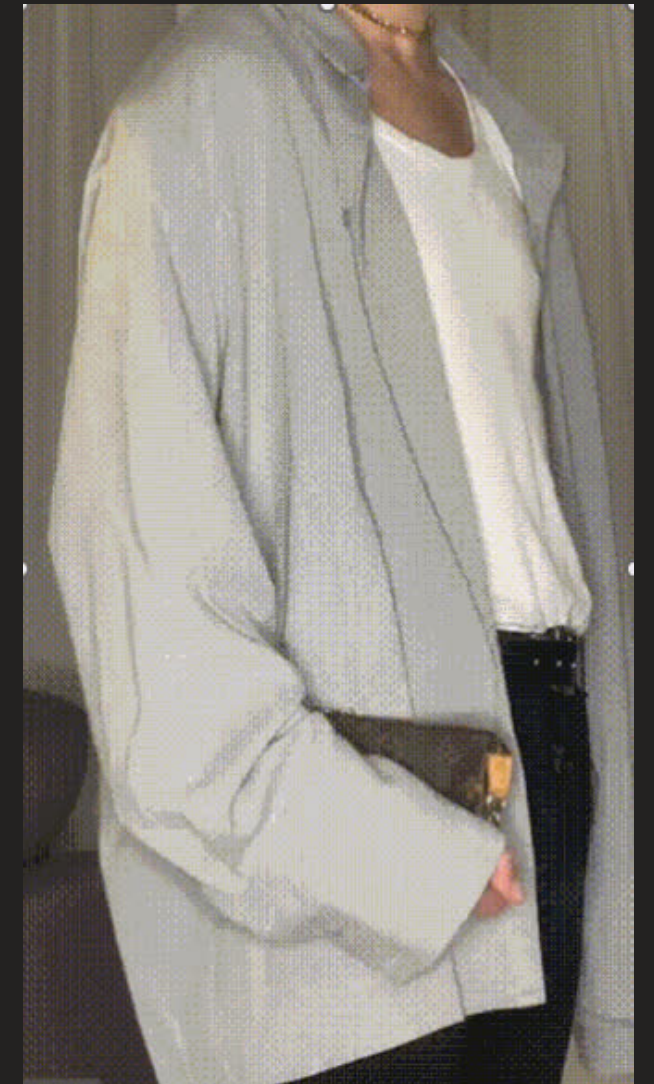
20K+

CLICKS

600K+

CLICKS

The strategy proved very effective, achieving a high reach and strong engagement. We were also able to provide deeper TikTok audience insight; for example, identifying differences in audience reactions to various content types between different regions.



*"Different markets consume fashion differently,
and the varying objectives needed a
considered approach. We developed a
strategy that felt right for each."*

ACCOUNT MANAGER **SONIA GORDHANDAS**

KEY STATS

2000+

Campaign Activations

500+

Brand Partners

5000+

Influencer Collaborations

INFLUENCER MARKETING

Scroll-stopping
influencer campaigns
that build brand
equity and love.

BYTELABS

Combining
influencers with paid
media to drive
measurable ROI.

BYTESIGHTS

Proprietary social
listening tool helping
you to jump on trends
before your
competitors do.

BYTESIZED TALENT

With over 100m fans,
tap into our managed
talent division to build
long standing,
powerful influencer
partnerships.

BRANDS WE'VE WORKED WITH

benefit
SAN FRANCISCO

H&M



NASTY GAL

GANNI

GUESS



ESTÉE LAUDER

adidas

Vestiaire
Collective

CONVERSE

PAULA'S
CHOICE
SKINCARE

Superdrug

PENHALIGON'S
EST. LONDON 1870

ORIGINS

RIVER ISLAND

ellesse

GET IN TOUCH



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