Maje launches Second Hand campaign in partnership with i-D

26th October, 2022: Luxury retailer Maje today announced the launch of its innovative new Second Hand campaign in partnership with global fashion publisher i-D (part of VICE Media Group).

Maje’s new Second Hand service, encourages shoppers to donate pre-owned clothes in exchange for vouchers that can be used in-store or on the Second Hand website. All clothing submitted by customers on the website is authenticated by Maje's teams and shipped in eco-friendly packaging.

To encourage its community to take part and also target a new generation of young fashion enthusiasts, Maje partnered with i-D Magazine to build a digital campaign which combines the aspirational aspects of the Maje brand with the educational elements needed to understand, engage with and utilise the Second Hand initiative.

i-D conducted and filmed a series of interviews with young eco fashion enthusiasts who share their informed points of view on sustainable fashion and their advice on how to be a more conscious fashion consumer. The campaign reframes “second hand” through the lens of style and luxury, to show how the next generation can rewrite a new and exciting story for pre-loved pieces.

Lucy Delacherois-Day, Managing Director at i-D said: “i-D’s youth audience are strong advocates for sustainable fashion philosophies and conscious consumption without compromising their unique identity. Collaborating with Maje on this exciting campaign allows us to offer our highly engaged audience further insight into greener alternatives and opportunities to engage with brands in a new way.”

Judith Milgrom, founder and artistic director at Maje said: “Second Hand was designed to allow people to experience fashion differently. We’re encouraging our customers to be creative with their sense of style by mixing different products with different stories in an environmentally positive way. i-D has been the perfect partner for this initiative with its invaluable insights into young and creative minds.”

ABOUT i-D
Over 41 years, i-D has carved its position as the premiere source for fashion inspiration, and in 2012, joined the VICE Media family to expand VICE’s reach into digital fashion content. i-D has come a long way since its beginnings as a hand-stapled magazine and has developed into a leading video-driven platform, documenting fashion, music and contemporary culture from around the globe. i-D reaches an ambitious and creative audience, offering access to the most inspiring names in fashion and exploring everything from high-end couture to underground style scenes.

ABOUT VICE MEDIA GROUP
VICE Media Group is a global multi-platform media company. Launched in 1994, VICE has offices in 25 countries across the globe with a focus on five key businesses: VICE.com, an
award-winning international network of digital content; VICE STUDIOS, a feature film and television production studio; VICE TV, an Emmy-winning international television network; a Peabody award-winning NEWS division with the most Emmy-awarded nightly news broadcast; and VIRTUE, a global, full-service creative agency. VICE Media Group’s portfolio includes Refinery29, the leading global media and entertainment company focused on women; Pulse Films, a London-based next-generation production studio with outposts in Los Angeles, New York, Paris and Berlin; and i-D, a global digital and quarterly style bible defining fashion and contemporary culture and design.

ABOUT MAJE:
Judith Milgrom, Founder and Artistic Director, created Maje; a brand that embodies generosity, creativity, femininity, and liberty. Maje was born in Paris in 1998, and has since become an international brand, drawing inspiration from global influences, now present in 40 countries with 620 points of sale.
The cult favourite French brand has developed ready-to-wear and accessories collections over the years and established itself as a leader for accessible luxury. The brand has always offered bold, urban & modern pieces for all women and all occasions.
Maje embodies a feminine silhouette that is understated yet glamorous, featuring both trend-led and classic pieces with subtle details and twist.