# Alexa Chung launches exclusive pre-loved fashion collection on Vinted to support charity



Fashion icon and style influencer Alexa Chung has launched an exclusive collaboration with second-hand fashion platform Vinted, offering fans the opportunity to purchase a handpicked selection of her pre-loved wardrobe. The collection, which highlights Chung’s distinctive blend of luxury and vintage pieces, officially goes live on the Vinted app on 4 May.

The curated assortment features a diverse range of garments and accessories reflecting Chung’s personal aesthetic, renowned for its eclectic and effortlessly chic appeal. Among the standout items are a striking candy-pink Gucci handbag, described as radiating “main-character energy”, a vintage silk dress worn by Chung at Paris Fashion Week, and a finely embroidered Miu Miu bralette. The collection also includes pieces from esteemed designers such as Prada, JW Anderson, Khaite, and Magda Butrym, making it an appealing treasure trove for fashion enthusiasts.

Speaking about her affinity for vintage fashion, Alexa Chung shared in a press release, “I love the magic and rush of unearthing something unexpected that might knock your comfortable style out of its regular lane slightly. There’s something so romantic about connecting to another era through what we wear.” This statement underscores the nostalgic and unique qualities that vintage items bring to contemporary wardrobes.

The collaboration follows a recent trend of celebrities partnering with Vinted to sell pre-owned clothing, with actors like Paul Mescal previously participating by using sales to support charitable causes. In Chung’s case, all profits generated from her collection will be donated to Endometriosis UK, a charity dedicated to supporting individuals affected by the chronic medical condition.

Those interested in exploring and purchasing pieces from Alexa Chung’s wardrobe can access the collection exclusively through her profile on the Vinted app from 4 May. Given the high demand anticipated for these unique items, shoppers are encouraged to act promptly.

The RUSSH publication reports this collaboration as a unique opportunity to engage with Alexa Chung’s iconic style while contributing to a charitable cause.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.stylist.co.uk/fashion/alexa-chung-vinted-collaboration-how-to-shop/980022> - Confirms that Alexa Chung has launched a collaboration with Vinted offering her pre-loved wardrobe, with the collection going live on the Vinted app on 4 May 2025.
2. <https://hypebae.com/2025/4/alexa-chung-preloved-wardrobe-vinted-sale-prada-miu-miu> - Details the curated assortment from Alexa Chung’s collaboration with Vinted, highlighting pieces from Prada, JW Anderson, Khaite, Magda Butrym, and Miu Miu, confirming the luxury and vintage blend of her collection.
3. <https://www.the-independent.com/life-style/fashion/alexa-chung-vinted-gucci-prada-b2737258.html> - Provides information on the standout pieces such as a candy-pink Gucci handbag and a vintage silk dress worn by Chung at Paris Fashion Week, and confirms that proceeds will be donated to Endometriosis UK.
4. <https://www.countryandtownhouse.com/style/fashion/alexa-chung-vinted/> - Supports the statement about Alexa Chung’s affinity for vintage fashion and her quote about the romanticism and nostalgia of pre-loved clothes, emphasizing the unique qualities vintage items bring.
5. <https://www.stylist.co.uk/fashion/alexa-chung-vinted-collaboration-how-to-shop/980022> - Mentions the growing trend of celebrities partnering with Vinted to sell pre-owned clothing and specifically references Paul Mescal’s prior involvement, as well as confirming the charitable aspect of Chung’s sales profits.
6. <https://www.russh.com/alexa-chung-vinted/> - Reports on the uniqueness of the collaboration between Alexa Chung and Vinted, highlighting the opportunity for fashion fans to engage with Chung’s iconic style while contributing to charity, aligning with the tone and content of the article.
7. <https://news.google.com/rss/articles/CBMiaEFVX3lxTE9iYXltaV9MUEx3WEtyTnc0MlIwdGx3M0NHYjNFcUVKZFlDRGJ5ZWNhS3JHOEhFem51MjZiR0lRUUxWUTM5NGNmUjlfZWhSZmdLR3RkZl9KUENXTm5BaXRjelQtVWE3Q1ox?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data