

RICH: Persona

Sell + 15M global members +
fashion connoisseurs



Actor 170cm
Strong shoulder span, jacket T.50/52 FR

- **Attributes:** Rich knows his stuff when it comes to fashion. He's sharp, quick and always one step ahead. Before you've even thought about wanting it, he's got it. He appreciates style and knows his wardrobe has business potential too. He's always got the scoop on what's hot, and if it's hot, he's probably got two. One to keep and wear - the other to flip straight away. .
- **Key brands:** Gucci, Stone Island, Heron Preston, Yeezy
- **Key quotes:**
 - "The best drops are the penny drops."
 - "Riches from rags."
 - "You can't put a price on style. But feel free to make me an offer. "
 - "When it comes to fashion, you gotta get in with the right crowd. And that crowd is the Vestiaire Collective; an app with over 15 million serious fashion lovers. You can guarantee everyone on there knows what your items are worth. Which means you'll never get shortchanged."
 - "The beautiful stitching on this LV keepall. The insane colorway on these Jordan Air Force Ones. The cut on this barely worn Bape jacket. You can't put a price on style. Unless you want to. In which case hit me up. For real, hit me up. It's Rich, add me before the cut me o—"