



Highly scalable translation for fashion ecommerce

Vestiaire Collective, a luxury fashion resale marketplace where users buy and sell high-end clothing and accessories, first launched exclusively in France in 2009. They decided to expand in 2012, first into English for the UK and US, and today, they serve customers in French, English, German, Spanish and Italian.

At the heart of their rapid international expansion was the Gengo API, which gave them just the right combination of speed and scalability to help them make a big splash in translating their tens of thousands of ever-changing product listings before launch.

Thousands of new products listed daily, in all languages

When they first decided to go global, Vestiaire used traditional agencies to localize their website's interface. They found it more difficult, however, finding the right service to translate the site's thousands of dynamic product descriptions—their community adds thousands of new items every week, averaging 500-1,000+ new listings daily, and it's critical that descriptions are posted quickly in all languages to help sellers reach multilingual customers simultaneously.

	DESCRIPTION	PAIEMENT	EXPEDITION
	Magnifique marcie python et cuir taupe, en excellent état. Livré avec dustbag et certificat d'authenticité.		
	DESCRIPTION	PAYMENT	SHIPPING
	A gorgeous python and taupe leather marcie, in excellent condition. Ships with dust bag and certificate of authenticity.		
	Material : Leather	Dimensions :	
	Colour : Python	Width 37 cm	
	Season : All seasons	Height 28 cm	
		Depth 12 cm	
	Reference : 499837		
	This item is owned and offered for sale by a private individual.		

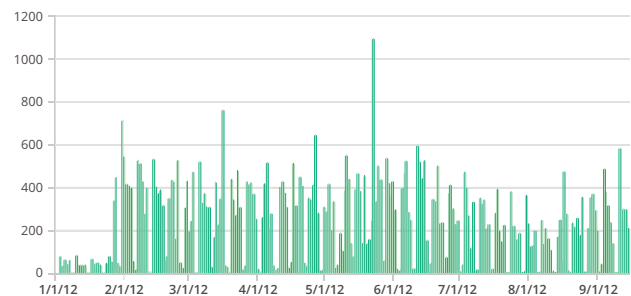
English content

Without Gengo, we couldn't have launched our localized website this easily.

— Christian Jorge, Co-founder

Scalability and speed were essential to Vestiaire's launch, but pricing was also an important consideration. When sellers in France post new listings, the company translates the listing into English for them free of charge, opening up their shops to potential customers around the globe.

Translation orders placed per day



Translating product descriptions is essential to your global ecommerce business, boosting your search visibility, traffic and sales. Affordable, fast and scalable, the Gengo platform is perfect for ecommerce.

Get in touch at gengo.com/contact-us.