Australia Post and Vinted partner on Parcel Locker campaign to support Vintedâ€™s Australian launch

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Australia Post has partnered with Vinted, Europeâ€™s second-hand marketplace, on a new campaign supporting the July 1st launch of Vinted in Australia and encouraging more Australians to sell second-hand fashion with simple, convenient parcel delivery.

The campaign will use Australia Post's owned media network, including its highly visible Parcel Locker footprint, to drive awareness of Vinted's arrival in Australia and highlight how easy it is to sell the items Australians no longer wear.

It comes as recommerce continues to gain momentum locally, with Australia Post's 2026 eCommerce Report finding 46% of Australians buy second-hand items annually, and the Australian recommerce market is estimated to reach USD$6.75 billion by 2029.

The report also found fashion is one of the top categories shoppers want to buy second-hand, at 30%, highlighting the opportunity for platforms like Vinted to support more Australians to buy and sell pre-loved clothing.

Centred on the message "Don't wear it? Sell it!", the campaign will appear across a mix of Australia Post and Vinted channels, including Parcel Locker wraps and decals, Post Office point-of-sale and signage, Parcel Locker kiosk screens, catalogue, organic social, eDM, and web placements.

Vinted will further amplify the campaign through TV, CTV, BVOD, OLV, influencer marketing PR and digital paid and owned social media channels.

Australia Post General Manager, Enterprise Brand & Retail Marketing, Aimee Dixon, said the campaign uses one of Australia Post's most recognisable ecommerce assets to connect with Australians as recommerce becomes a bigger part of everyday shopping behaviour.

"Recommerce is moving further into the mainstream, with more Australians looking for simple ways to make the most of what they already own," Ms Dixon said.

"This campaign brings that behaviour into the real world by using Parcel Lockers as both a media channel and a practical proof point. They are visible, convenient and already part

of how many Australians receive and send parcels.

"As Vinted's delivery partner in Australia we're making it even easier for people to sell and buy second-hand fashion, while encouraging more Australians to discover the convenience of Parcel Lockers."

The creative rollout will use co-branded Australia Post and Vinted assets. The partnership forms part of Australia Post's broader strategy to work with leading ecommerce and marketplace brands to make sending and receiving parcels easier, more flexible and more convenient for Australian consumers.

Source: Australia Post

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