

IN-STORE

## The RealReal looks to enter bricks-and-mortar with valuation location

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*The RealReal*

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By STAFF REPORTS

Online luxury consignment marketplace The RealReal is beginning its expansion into the bricks-and-mortar space with the opening of a new valuation office in New York.

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The new location will give consumers the opportunity to have their jewelry and watches evaluated by an expert and obtain a physical valuation document. Having a bricks-and-mortar location may help The RealReal connect with consumers as it looks to expand its presence as a leading consignment authority.

### Real value

In order to best help consumers determine the value of their consignment jewelry and watches, The RealReal is opening a new location devoted to the process. At the valuation office consumers can have their possessions evaluated by The RealReal's team of graduate gemologists and watch experts.



*Inside The RealReal's valuation office in New York*

Consumers will not have to pay for this valuation process and will leave with a document they can use to sell their goods on The RealReal's Web site. Conveniently located in Midtown Manhattan, the location will allow the consignment brand to better connect with its consumers.

In recent years The RealReal has seen considerable success.

For example, earlier this year the online luxury consignment marketplace raised \$40 million in revenue to continue its acceleration path.



*Consumers can have jewelry and watches evaluated by experts*

The funding by industry ventures, current and newly involved, will assist The RealReal in its growth that will allow its long-term investments to be scalable. In 2014, The RealReal generated more than \$100 million in revenue, which is attributed to the brand's authentication processes that enable consumers to seamlessly buy and sell previously owned luxury goods ([see story](#)).

The next logical step is for the company to expand its bricks-and-mortar presence.

The RealReal is always looking for ways to making the retail process easier for consumers. In 2014, the online luxury consignment marketplace The RealReal compiled its data on resale value into a mobile application to help give consumers a better idea of selling prices for high-end goods.



*The office is conveniently located in Midtown Manhattan*

The RealReal's "RealBook" app was described by the retailer as doing what Kelley Blue Book does for cars for fashion and accessories. For luxury brands, this app may help to justify the purchase price of a handbag or watch, since consumers can see how much an item retains its value for resale ([see story](#)).

The new valuation office in New York will allow even more consumers to take advantage of The RealReal's services.

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