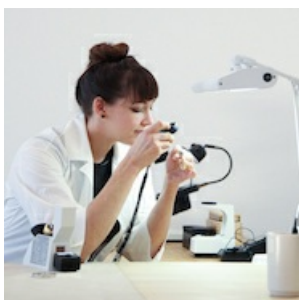


IN-STORE

## The RealReal prioritizes personal connection with LA office opening

February 29, 2016



*The RealReal's valuation office in LA*

By STAFF REPORTS

Online consignment marketplace The RealReal is expanding its bricks-and-mortar footprint with the opening of its second valuation office in Los Angeles on March 1.

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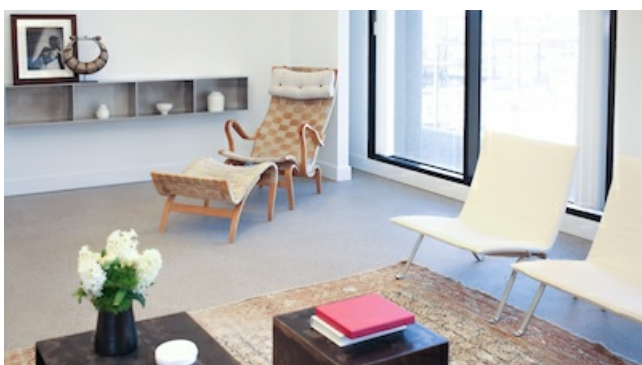
After seeing a strong demand for the service at its first location in New York ([see story](#)), The RealReal is giving consumers on the west coast the opportunity to have a complimentary jewelry and timepiece assessment in-person. For those looking to sell a haute timepiece or fine jewelry through The RealReal, being able to meet with a representative to learn the resale value of a particular item may make the consignment process less daunting.

### Quick quote

The RealReal's valuation office in Los Angeles' Century City will be run by graduate gemologists and watch experts. Making a nod to their scientific training, the specialists will wear white lab coats paired with Manolo Blahnik shoes.

The space itself is designed to evoke the feeling of an atelier, bringing a touch of traditional luxury to a 21<sup>st</sup> century business.

Consumers who book an appointment with the valuation office will be able to have their pieces assessed immediately, receiving a document with the resale value of the items before they leave.



*Inside The RealReal's valuation office in Los Angeles*

In March, The RealReal plans to open a third valuation office in Chicago.

"The mission of our valuation offices is to offer our luxury consignors a special service to determine the resale value of their fine jewelry and watches, because until now, people haven't had an easy or reliable way to do this," said The RealReal CEO and founder Julie Wainwright in a brand statement. "After seeing the demand for this type of service in New York City, we are excited to introduce it to Los Angeles and other major markets later this year."

The valuation office expansion fits within The RealReal's strategy of bringing a personal touch to what could otherwise be a faceless online transaction.

In October, The RealReal announced it was aiding its expansion by now offering its white glove service in more than 20 cities across the United States.

Originally available in San Francisco, New York and Los Angeles, the complimentary service involves a home visit and consultation by a luxury manager to help consumers decide what to consign and also take care of transporting merchandise. Having its 50-plus luxury managers working in more markets will enable The RealReal to establish more of a personal connection with consumers face-to-face ([see story](#)).

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