

HOME FURNISHINGS

The RealReal launches hassle-free home decor consignment service

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Hems plates consigned by The RealReal

By STAFF REPORTS

Online consignment marketplace The RealReal is expanding its resale offerings to include luxury home goods.

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Prior to the homewares launch, The RealReal specialized in the authentication and reselling of high-end apparel, accessories and jewelry. As with its other product sectors, launching an interior design category will further assist The RealReal in offering its consumers one-of-a-kind or hard-to-find must-haves for their homes.

At home for pickup

The RealReal includes furniture, tabletop accessories, fine art, lighting rugs, barware and glassware within its newly established home decor section.

For consumers looking to sell unwanted or unneeded pieces, The RealReal will visit the individual's home to pick up an item as well as store the items until sold. This aspect of The RealReal's service is unprecedented in the home decor space.

The RealReal's white glove service is also extended to consignors looking to sell furniture or homewares ([see story](#)). The RealReal will dispatch a luxury manager to consult one-on-one with the consignor prior to pick-up and storage being arranged.



Promotional image for The RealReal's home decor category

Once the pieces have been processed, items undergo authentication and are sold by The RealReal for a seamless, full-service consignment experience.

For the launch of home on its Web site, The RealReal has hired Kimberly Brown as senior category director. Ms. Brown joins The RealReal from Design Within Reach and Walmart.com, as well as more than 15 years of experience and expertise as a buyer and merchandiser in the design sector.

"The launch of our new home category not only gives customers access to incredibly rare, one-of-a-kind pieces they can't find anywhere else, but also gives consignors a place to sell their home goods in a seamless, hassle-free way by simply scheduling a pickup with one of our experts and letting them handle the rest," Ms. Brown said in a statement.

"This new category furthers the company's mission of being the premiere destination for luxury consignment across all categories and we're excited for people to start taking advantage of our new service," she said.

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