

RETAIL

## The RealReal enters bricks-and-mortar retail with temporary holiday shop

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*Image courtesy of The RealReal*

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By STAFF REPORTS

Online consignment marketplace The RealReal is bringing its luxury wares offline with a holiday pop-up shop in New York's SoHo neighborhood.

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Open from Dec. 1, the bricks-and-mortar store will be stocked with goods from brands such as Chanel and Gucci, along with fine art and home furnishings. This first pop-up for the startup will give it the opportunity to engage with existing clients in-person, while also introducing its platform to potentially unfamiliar passersby.

Retail debut

The RealReal's pop-up is located at 79 Greene St. with neighbors such as Longchamp, Saint Laurent and Burberry.

Inside, shoppers will be able to browse men's and women's fashions from the likes of Herms and Yeezy. Also available will be estate and fine jewelry and collectable watches.



*Image courtesy of The RealReal*

A selection of home goods, including the display pieces, will also be up for sale.

The RealReal prides itself on its authentication, something that manifests itself in its first physical retail space. Experts will be on hand to educate shoppers on the authenticity of merchandise or the story behind a historic item.

"This is the first time The RealReal will have a retail storefront which will bring the brand's core principles and aesthetic to a physical space," said The RealReal CEO/founder, Julie Wainwright. "The RealReal has a significant customer and consignor-base in New York and the holiday season is the perfect opportunity to offer The RealReal's luxury experience and one-of-a-kind products in an immersive way."

The pop-up will be open seven days a week through Dec. 15.

As consumers set out in search of gifts, luxury brands are putting themselves on their radar with retail firsts.

French crystal-maker Baccarat is looking to reach time-strapped holiday shoppers in New York's West Village with a pop-up shop of gift-ready items.

The brand's first-ever temporary outpost will open Nov. 1 at 371 Bleecker Street, selling grab-and-go gift ideas from tableware to jewelry. This pop-up will increase Baccarat's retail footprint in New York, establishing a downtown presence for the brand during the important holiday season ([see story](#)).

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