

APPAREL AND ACCESSORIES

The RealReal capitalizes on handbags' resale popularity with in-person appraisals

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The RealReal will now offer in-person handbag appraisals; Images courtesy of The RealReal

By STAFF REPORTS

Online consignment marketplace The RealReal is broadening its position in the secondhand handbag market with a new appraisal service.

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Starting May 8, The RealReal will begin offering members a complimentary appraisal service dedicated to consigning handbags. The in-person appraisals will be available at The RealReal's Luxury Consignment Offices in New York and Los Angeles.

Handbag appraisals

The resale market for handbags is a growing category with styles by Chanel, Hermes and Louis Vuitton, among others, fetching high prices at consignment sales in addition to auctions. The category has also been repositioned from accessory to an investment, especially for handbags such as Hermes' Birkin and Kelly styles ([see story](#)).

At The RealReal's designated bricks-and-mortar spaces, consumers can bring handbags they would like to sell to be appraised. The RealReal's handbag experts will then provide on-the-spot knowledge of the value of the styles in question.

New York and Los Angeles have emerged as The RealReal's largest markets interested in handbag consignment. The in-person appraisal program was created to give consumers in these markets a consignment outlet that is trusted.



Chanel handbags are very popular on the resale market as they appreciate in value

In addition to handbags, The RealReal's locations in New York and Los Angeles will also accept clothing and other accessories for appraisal. After goods are appraised and authenticated, The RealReal handles the next steps of photographing the items for Web site placement and the sale itself.

The RealReal first opened bricks-and-mortar locations to forge connection with local consumers interested in selling jewelry and watches on its online platform.

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.

"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 at the time of the Los Angeles opening in February 2016 ([see story](#)).

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