

RETAIL

The RealReal retail concept centers on education, newness

November 13, 2017



Chloe, Chanel and Gucci are popular brands on the consignment market. Image credit: The RealReal

By STAFF REPORTS

Online consignment marketplace The RealReal is bringing its secondhand luxury shopping experience offline with the opening of its first permanent bricks-and-mortar storefront.

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Located on Wooster Street in New York's SoHo neighborhood, the 6,000-square-foot boutique features a selection of merchandise that is updated daily, translating the evolving ecommerce browsing experience to the physical space. In addition to serving as a showcase of its goods, The RealReal's first in-store venture offers services for both shoppers and sellers.

Permanent presence

The RealReal's store retails men's and women's fashions, fine jewelry, watches, home furnishings, decor and art. Hundreds of new products will be added daily.

Included among the design touches is a floor-to-ceiling wall of the coveted Herms Birkin handbags and a wall of rare sneakers for men. Women's ready-to-wear, shoes and handbags are displayed in 13 hidden closets, while menswear is carried on a lower level, along with a lounge and library of art books and magazines.

The lower level also includes an outdoor space, which will open in spring and summer for events and will serve as a seating area for the store's CafeCafe espresso bar.

Providing background on the categories of merchandise carried in-store, The RealReal's authentication team will host free workshops twice a day. These will cover topics such as fine watchmaking or styling products.



Inside The RealReal's SoHo store. Image credit: The RealReal

Other services include tailoring, authentication and repairs of watches, jewelry or leather goods.

Consumers who are looking to sell can visit an in-store luxury consignment office to have jewelry, watches or handbags valued for free.

The RealReal's store will serve as the venue for brand pop-ups.

"After much success from The RealReal's pop-up shop in New York last holiday season, we're ready to expand our ecommerce business to a permanent brick-and-mortar space as another touchpoint for our customers and consignors," said Julie Wainwright, CEO and founder of The RealReal, in a statement. "We not only created a concept store that represents The RealReal with the best product, but we created a next-level customer experience for buyers and consignors that leverages the speed of e-commerce with the brand experience of brick-and-mortar."

In June, The RealReal received \$50 million in funding from Great Hill Partners.

The San Francisco-based company announced it had closed a growth equity financing from the private equity firm. With its additional investment, The RealReal announced it was looking to grow its bricks-and-mortar retail concepts ([see story](#)).