

RETAIL

The RealReal brings pop-up shopping experience to San Francisco

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The RealReal is leaning into bricks-and-mortar retail. Image credit: The RealReal

By STAFF REPORTS

Online consignment marketplace The RealReal is venturing further into bricks-and-mortar selling with the opening of its first pop-up shop in San Francisco.

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Located at 222 Stockton St. in Union Square, the temporary store carries a curated selection of one-of-a-kind items in an environment staffed by product category experts. While originally a pure-play retailer, The RealReal has recently opened outposts to extend its shopping experience offline.

Selling secondhand

Following a pop-up in New York last year, The RealReal just opened a permanent flagship in SoHo ([see story](#)).

Now, the secondhand seller is opening in its hometown of San Francisco. Opened Nov. 22 and up for two months, the pop-up will carry a curated selection of men's and women's fashions, art, jewelry, watches and home furnishings.

At the opening, the boutique carries a selection of Birkin bags, a wall of sneakers and an edit of holiday-ready dresses.



Inside The RealReal's San Francisco pop-up. Image credit: The RealReal

Acting as the frontline staff for the store will be The RealReal's gemologists, authenticators and art curators. This gives shoppers the ability to interact with these experts.

Along with items for sale, the pop-up will serve as a place for consignors to drop off goods they wish to sell.

For bricks-and-mortar retail to rebound, luxury brands must leverage digital and experiential touchpoints within the in-store environment.

During the Nov. 13 "From the Flagship to the Ghost Ship" panel at The New York Times' International Luxury Conference, The RealReal along with another retail "unicorn" discussed how it has embraced online selling. Despite this embrace, both speakers agreed that bricks-and-mortar still has a place in luxury because a physical boutique is a reinforcement of a brand's values, which can sometimes be difficult to translate online.

The RealReal has seen immense success online, but its authentication process to resell luxury goods had been hard to explain digitally to consumers. The consignor realized that in-person demonstrations are more effective ([see story](#)).

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