

APPAREL AND ACCESSORIES

The RealReal continues omnichannel transition with Las Vegas pop-up shop

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The RealReal's pop-up shop complements its new permanent flagship store in New York City. Image credit: The RealReal

By STAFF REPORTS

Online fashion consignment marketplace The RealReal is continuing its efforts to expand into physical retail with a new pop-up shop at Caesar's Palace in Las Vegas.

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The limited-time store is 6,000 square feet and will feature one-of-a-kind products from big-name luxury brands such as Chanel, Herms, Cartier, Rolex, Stella McCartney and Gucci. The pop-up shop represents the latest in The RealReal's attempts to expand out of its native digital habitat and into the world of physical retail.

"After seeing the success and adoption in San Francisco and New York, we're excited to bring our pop-up concept to different markets across the country, starting with Las Vegas," said Julie Wainwright, CEO and founder of **The RealReal**, in a statement. "We've created a unique, omnichannel business and our brick-and-mortar experience really brings our brand to life.

"It allows people to interact with our experts and get the personalized service they are looking for," she said.

Online to omnichannel

The RealReal may have started life as an online store, but recently, the company has begun focusing more on bringing its unique luxury consignment model to the real world.

The RealReal recently ventured further into bricks-and-mortar selling with the opening of its first pop-up shop in San Francisco.



A selection of bags at The RealReal's Las Vegas shop. Image credit: TheRealReal

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 ([see story](#)).

The company also has its first permanent flagship store in the SoHo neighborhood of New York.

Now, The RealReal is doing it again with a new pop-up shop located in Las Vegas. The shop will have The RealReal's in-house team of gemologists, horologists, art curators and authenticators on-hand to help customers find what they are looking for and learn more information about the products they view.



The RealReal experts will be on-hand. Image credit: The RealReal

To help power future excursions into the world of physical retail, The RealReal has created RealReal360, a unified

view of inventory and product across both digital and physical channels.

This platform is meant to help The RealReal keep up with the fast-moving worlds of online and offline luxury shopping as well as create a unified marketplace across channels.

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