

RETAIL

## The RealReal closes \$115M Series G

July 25, 2018



*The RealReal has raised an additional \$115 million. Image credit: The RealReal*

By STAFF REPORTS

Luxury consignment platform The RealReal is planning to further its bricks-and-mortar presence after raising \$115 million in its latest financing round.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The RealReal's Series G brings the company's total equity capital to \$288 million. While begun as an online-only destination for high-end pre-owned goods, The RealReal has been expanding into new retail formats to provide in-person experiences to shoppers.

"This new round of funding will allow us to expand our brick-and-mortar footprint into new markets, as well as support our growing supply of luxury goods with new ecommerce fulfillment centers," said Julie Wainwright, founder and CEO of The RealReal, in a statement. "Over the last seven years, we have re-envisioned the experience of buying and selling luxury goods, and become a leader in the circular economy for luxury goods."

### Omnichannel investment

The RealReal's Series G was led by Perella Weinberg Partners's private equity group PWP Growth Equity. As part of its investment, PWP Growth Equity's cofounder and partner Chip Baird will join The RealReal's board of directors.

"Julie and her team have created an industry-leading company that is redefining the consignment marketplace and how consumers acquire luxury goods," Mr. Baird said in a statement. "With a continued move towards ecommerce and the rise of second-hand good purchases, The RealReal is uniquely positioned to benefit from these shifting trends."

"We are excited to partner with the company as they work to bring their innovative marketplace to even more consumers and consignors," he said.

The round also included capital from new investor Sandbridge Capital and existing investor Great Hill Partners, which first invested in The RealReal in 2017.

The RealReal recently continued its efforts to expand into physical retail with a new pop-up shop at Caesar's Palace in Las Vegas.



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

The limited-time store was 6,000 square feet and featured one-of-a-kind products from big-name luxury brands such as Chanel, Herms, Cartier, Rolex, Stella McCartney and Gucci. The pop-up shop represented the latest in The RealReal's attempts to expand out of its native digital habitat and into the world of physical retail ([see story](#)).

Earlier this year, The RealReal also added to its executive team, hiring a chief operating officer and chief revenue officer with backgrounds from Walmart and Amazon, respectively ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.