

RETAIL

The RealReal comes to Los Angeles

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The RealReal opens in LA. Image credit: The RealReal

By STAFF REPORTS

Luxury consignment platform The RealReal is opening a consignment shop on the West Coast for the first time.

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The RealReal will be selling various luxury goods as well as accepting consignment at the 12,000-square-foot space in Los Angeles on Melrose Avenue. Now open for business, the store uses its RealReal 360 tech solution that manages all of its inventory in a highly efficient and modern way.

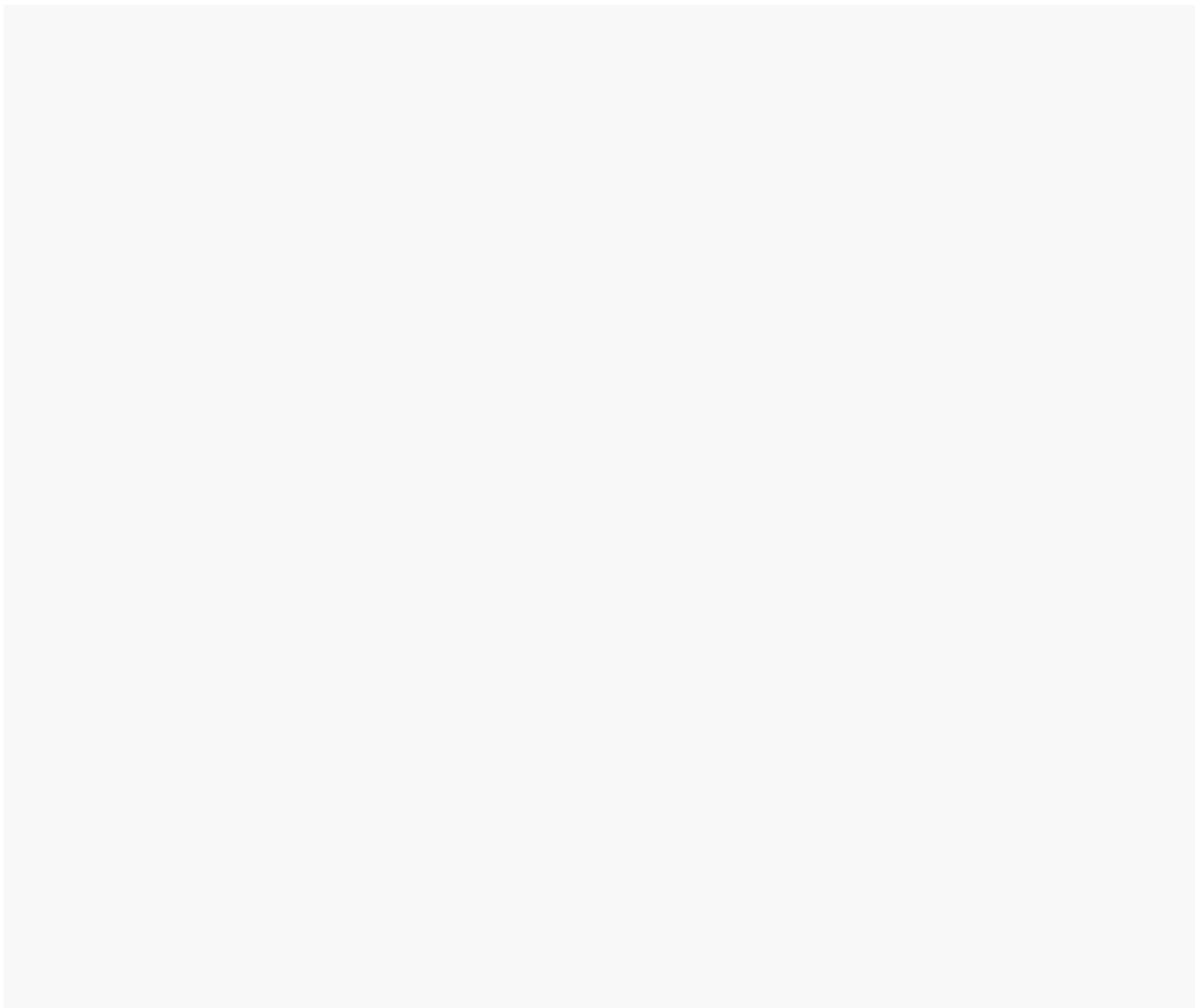
Bricks-and-mortar

While in the past, stores would have a bricks-and-mortar presence and then move to digital, this is no longer the case.

The RealReal, born in digital, is now embracing physical spaces to better connect with its shopper as its business grows, and it is now bringing this concept to Los Angeles.

Its store will offer men's products, a 1,500-square-foot vault with wall-to-wall luxury handbags, complementary fine jewelry, watch and handbag valuations, street-side consignment drop-off, personal styling, expert workshops, alterations and a cafe.

"With the continued success of our SoHo flagship and pop-up shops, we're excited to expand our brick-and-mortar footprint and give The RealReal another permanent home on the West Coast," said Julie Wainwright, CEO and founder of The RealReal, in a statement. "We're excited to give shoppers and consignors in LA and surrounding areas access to our omnichannel business, unique brick-and-mortar experience and services and team of experts."



Run don't walk! to our new LA store and check out this stunning sculpture by @vincentszarek. A minimalist ode to the desert landscapes in Road Runner & Wile E. Coyote cartoons, "Semi-precious" now lives at 8500 Melrose and is perfectly balancing out our Birkins.

A post shared by therealreal (@therealreal) on Jul 28, 2018 at 2:39pm PDT

The luxury consignment platform has planned to further its bricks-and-mortar presence after raising \$115 million in its latest financing round.

The RealReal's Series G brought 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 ([see story](#)).

Its new Los Angeles location will be open from Monday to Saturday at 10 a.m. to 8 p.m., and 11 a.m. to 7 p.m. on Sundays.