

APPAREL AND ACCESSORIES

The RealReal calculates its positive impact on the Earth

October 1, 2018



The RealReal focuses on sustainability with a special calculator. Image credit: The RealReal

By STAFF REPORTS

Luxury consignment platform The RealReal is bringing scientific research to its customers in an effort to exhibit the impact each shopper will have on sustainability through their purchases.

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In tandem with National Consignment Day, The RealReal has launched its Sustainability Calculator to show how secondhand sales can have a positive effect on the planet. The platform's calculations show that it has offset the equivalent of 65 million car miles in greenhouse gasses and energy saving since 2012 in regards to women's apparel.

"Consigning is good for the environment, and I am thrilled we have developed a valid and quantifiable way for our customers to measure the positive impact their consignment has on the planet," said Julie Wainwright, founder of The RealReal, in a statement. "It takes my breath away that people consigning apparel alone have made such a tremendous impact the equivalent of 340,000 trees planted."

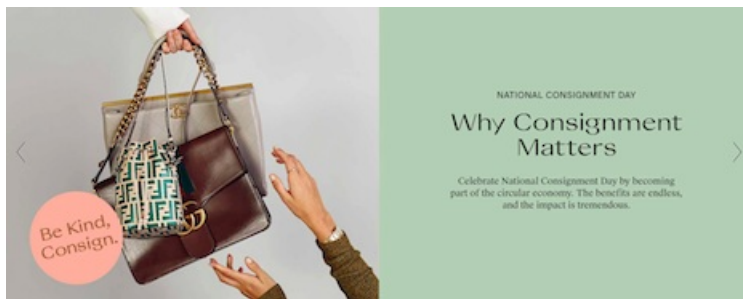
Sustainability in fashion

While many fashion brands and retailers have announced sustainability initiatives, it is hard for consumers to gauge the actual impact these efforts have had.

The RealReal's calculator has determined the amount of greenhouse gas, energy and water saved from products consigned rather than customers buying newly produced fashion.

From now on, shoppers with The RealReal will be able to determine the growing impact of their purchases. Customers can see how many car miles they have offset, how many seedlings they have planted (GHG emissions) and water saved based on their past history, displayed in their dashboard.

The RealReal's first calculations in regards to its impact on the environment were focused solely on its efforts within women's apparel.



The RealReal celebrates sustainability

In honor of Earth Day earlier this year, fashion label Stella McCartney and The RealReal teamed up to promote more sustainable buying habits.

Expanding on their existing partnership, the two have kicked off a multichannel movement aimed at inspiring consumers to buy higher quality items that can have a lifespan after them. Fashion is a significant contributor to landfills, with the average U.S. consumer discarding 70 pounds of textiles per year, calling for a change toward more mindful consumption ([see story](#)).

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