

APPAREL AND ACCESSORIES

The RealReal continues Stella McCartney incentive program after positive results

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The RealReal and Stella McCartney are promoting a circular economy. Image courtesy of The RealReal

By STAFF REPORTS

Luxury consignment platform The RealReal and fashion label Stella McCartney are strengthening their partnership to exhibit the opportunities resale platforms offer.

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In an effort to create more sustainable practices in fashion, The RealReal and Stella McCartney are working together to keep the fashion brand's items out of landfills through consignment. The partnership offers incentives to Stella McCartney customers looking to discard old clothing.

Sustainability across fashion

The RealReal is offering \$100 in store credit to Stella McCartney, a brand that focuses on sustainability.

In the past, the initiative increased the number of RealReal consignors of Stella McCartney items by 65 percent, and the number of Stella McCartney items consigned increased by 74 percent.

These results have prompted the two to continue working together and offering the incentive program.

"Moving from reducing our negative environmental impact to making a positive impact requires all of us to change our mindset and leverage solutions that will make fashion circular and eliminate waste," said Stella McCartney, founder and creative director of her namesake label, in a statement.

"The partnership with The RealReal created an easy and impactful solution for our customers to participate in a circular economy," she said. "We look forward to growing the partnership in 2019."



Stella McCartney offers its Trashion bags for free. Image credit: Stella McCartney

The RealReal recently brought scientific research to its customers in an effort to exhibit the impact each shopper will have on sustainability through their purchases.

In tandem with National Consignment Day, The RealReal 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 ([see story](#)).

"The success of this innovative partnership between The RealReal and Stella McCartney shows the exciting opportunities to create a thriving fashion industry, where the clothes we love never become waste," said Francois Souchet, lead of Make Fashion Circular, Ellen MacArthur Foundation, in a statement.

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