

RETAIL

The RealReal looks into alleged IPO

January 23, 2019



The RealReal recently opened in LA. Image credit: The RealReal

By STAFF REPORTS

Luxury consignment platform The RealReal is rumored to be looking into a possible plan to go public.

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

According to a report from *Reuters*, someone close to the situation claims that The RealReal Inc. has been meeting with banks to work on an initial public offering. The IPO would follow widespread growth from The RealReal, as it recently dropped its first global campaign and succeeded in a positive round of funding last year.

Public offerings and funding

The RealReal announced it was planning to further its bricks-and-mortar presence after raising \$115 million in its latest financing round in summer 2018.

Its Series G brought the company's total equity capital to \$288 million. While beginning 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](#)).

The RealReal is expected to go public later this year, but has not spoken publicly about the alleged IPO plan.



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

So far, the unnamed source told *Reuters* that the company has released a request to prospective advisors and

underwriters for proposals, for management that would take place at the end of 2019.

The RealReal's possible IPO and recent round of funding are other signs that show consumers are leaning towards secondhand sales.

With platforms similar to The RealReal making the experience of consignment shopping more of a luxury endeavor and consumers more interested in sustainable options in fashion, the secondhand market is flourishing.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.