

APPAREL AND ACCESSORIES

The RealReal continues growth with new board members

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Exterior of The RealReal's new Madison store. Image credit: The RealReal

By STAFF REPORTS

As it continues to grow, luxury consignment platform The RealReal is strengthening its board with new members.

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The RealReal is welcoming four new members to its board, including executives from retailers and entities such as Google, Ralph Lauren, Yelp and Equinox. The new additions double the number of board members for The RealReal, and are likely to greatly impact its future.

Board members

Stefan Larsson is one of the four to join The RealReal's board and previously maintained executive roles at H&M, Ralph Lauren and Gap Inc.

Former Google and Amazon executive Jim Miller is becoming a member as well, along with president of Wolff Resident Experience Company and former CEO of Equinox Fitness Clubs Niki Leondakis and former Yelp chief financial officer Rob Krolik.

"Stefan, Jim, Niki and Rob are innovative leaders with expertise spanning retail, technology, customer experience and finance industries," said Julie Wainwright, CEO and board chair of The RealReal, in a statement. "Each new member is an invaluable addition and will undoubtedly strengthen our board."



Niki Leondakis joins The RealReal. Image credit: The RealReal

These four additions will join established board members Great Hill Equity Partners' Michael Kumin, cofounder and partner of PWP Growth Equity Gilbert L. Baird III and Maha Ibrahim, general partner of Canaan Partners.

The luxury consignment platform is also rumored to be looking into a possible plan to go public.

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 ([see story](#)).

"I'm excited to have joined the RealReal board because I believe it is one of the strongest new innovators in retail and has a unique understanding of where the consumer is going," said Mr. Larsson in a statement.

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