

APPAREL AND ACCESSORIES

Burberry promotes circular fashion with The RealReal

October 7, 2019



Burberry is giving consumers perks for reselling their fashion. Image courtesy of The RealReal

By STAFF REPORTS

British fashion house Burberry is linking with luxury consignment marketplace The RealReal to encourage consumers to extend the lifecycle of their clothing.

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

Launching on National Consignment Day on Oct. 7, the alliance will give Burberry consumers an incentive to sell their pre-owned garments on The RealReal. This partnership follows a similar collaboration between The RealReal and Stella McCartney, as luxury brands take more responsibility in promoting the circular economy.

Resale relationship

The pilot program gives consumers who consign Burberry apparel with The RealReal a personal shopping experience at Burberry's U.S. stores.

In addition to promoting the resale of fashion, this program also comes as The RealReal has seen a growing demand for Burberry, with searches rising 64 percent year-over-year. Much of the surge in interest is coming from millennial and Gen Z consumers.



U.S. customers who resell their Burberry merchandise will be treated to a personal shopping experience. Image courtesy of The RealReal

Marking their commitment to a circular fashion lifecycle, Burberry and The RealReal are also making a donation to Material for the Arts, a program founded by the New York City Department of Cultural Affairs that collects reusable materials and gives them to organizations such as nonprofits in the arts and public schools.

Many consumers just discard their clothing after seven to 10 wears.

According to research from Altiant, luxury brands have an opportunity to own more of the circular economy either through partnerships or directly operated services, as consumers open up to secondhand goods and alternative ownership.

While 60 percent of affluents give their unworn fashion to family or friends, 50 percent say their unworn fashion stays in their closet. Three quarters of shoppers show an interest in being able to sell products back to luxury brands, pointing to further potential for luxury brands in the circular economy ([see story](#)).

"Leading the way in creating a more circular economy for fashion is a key element of our Responsibility agenda," said Pam Batty, vice president of corporate responsibility at Burberry, in a statement. "The RealReal shares our ambition to promote the circular economy and keep clothing in use for longer.

"We know that the enduring quality of Burberry pieces means their appeal and value is long-lasting," she said. "Through this new partnership we hope to not only champion a more circular future but encourage consumers to consider all the options available to them when they're looking to refresh their wardrobes."