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Gucci partners with The RealReal to sell pre-owned pieces online

October 5, 2020

TheRealReal X GUCCI



Gucci's deal with The RealReal is a nod to sustainability. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Resale platform The RealReal has partnered with Gucci to set up an online shop featuring pre-owned Gucci pieces from past collections until the end of 2020.

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The curation selection will feature Gucci pieces designed by house creative director Alessandro Michele. This marks a key effort by the Kering-owned Gucci to participate in the circular economy.

"The inherent longevity of luxury products supports a circular economy and, by joining forces with The RealReal, Gucci is promoting this avenue to extend the life of its products even further," Gucci said in a statement.

"Shining a spotlight on the sustainability benefits of recirculating fashion, the partnership compliments Gucci's vision for circularity.

"The resale market extends the lifecycle of already produced and purchased items, so they avoid being landfilled, while resources initially used to create the product like water, and raw materials are not wasted, reducing the impact on the environment."

Getting real

The online store is located at therealreal.com/Gucci. Consumers can buy from the store and also use the same location to consign items.

Both The RealReal and the Italian label will plant a tree through nonprofit **One Tree Planted** for every consumer buying Gucci globally or consigning Gucci in the U.S. in the shop-in-shop, platform or store.

A series of images to celebrate The RealReal x Gucci shows eco-enthusiasts swinging from a tree as a nod to circularity. They are seen wearing Gucci pieces from The RealReal store and talk to Gucci Equilibrium about what circular fashion means to them.

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