

APPAREL AND ACCESSORIES

Janet Jackson taps The RealReal for vintage merchandise sale

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The sale of Janet Jackson concert merchandise benefits Girls Leadership. Image credit: The RealReal

By LUXURY DAILY NEWS SERVICE

Luxury resale platform The RealReal is collaborating with a pop music icon for a charity sale of vintage items.

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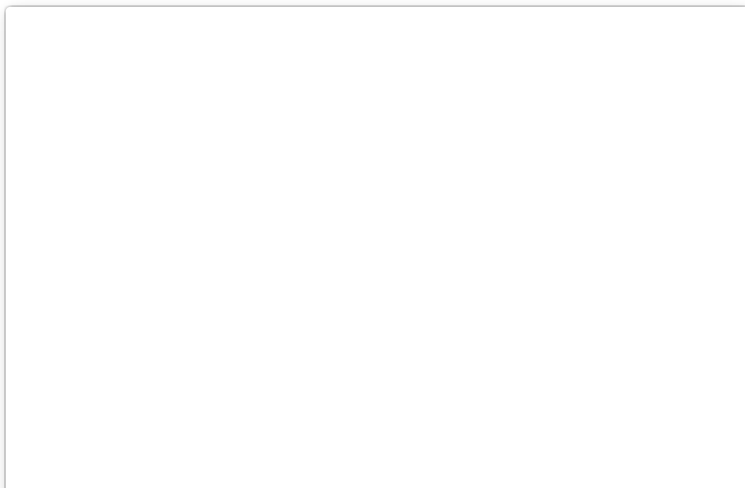
To celebrate the 40th anniversary of her debut studio album, Janet Jackson is selling some of her coveted tour merchandise through The RealReal. Proceeds of the sale will benefit the nonprofit organization Girls Leadership, which focuses on gender and racial equity and removing barriers to leadership development.

From the vault

The [RealReal x Janet Jackson sale](#) kicked off on Feb. 2, coinciding with the first week of Black History Month.

Shoppers can purchase vintage and rare concert merchandise from several tours, including *janet* (1993-1995), *The Velvet Rope* (1998-1999), *All For You* (2001-2002) and *Rock Witchu* (2008).

Merchandise includes T-shirts, baseball caps and hoodies, with prices ranging from \$95 to \$795. Several pieces have already been sold.



[View this post on Instagram](#)

A post shared by Janet Jackson (@janetjackson)

Janet Jackson and The RealReal promoted the sale on social media

All of Ms. Jackson's proceeds from this project will benefit Girls Leadership, while The RealReal will contribute an additional \$10,000.

"The sooner we can teach our girls how to speak up for themselves and to stand up for one another and in what they believe in, the better position they'll be in as they get older," Ms. Jackson said in a statement.

"Women need to support one another more from day one and that starts from when we're younger," she said. "We owe it to the younger generation to teach them, so they make fewer mistakes than we did."

The RealReal has often partnered with luxury brands, including British fashion label Burberry and Italian fashion house Gucci, for limited-time sales of preowned pieces to encourage circularity ([see story](#)).

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