

SUSTAINABILITY

The RealReal rolls out latest upcycled collection

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"ReCollection 04" features 90 repurposed pieces from the luxury resale platform. Image credit: The RealReal

By LUXURY DAILY NEWS SERVICE

Luxury resale platform **The RealReal** is standing in the values of its founding with its latest sustainable drop.

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The arrival of "ReCollection 04" marks the company's most recent upcycled offering and features 90 repurposed pieces. The world's largest online marketplace for authenticated, resale luxury goods is highlighting the benefits of the circular economy using methods that go beyond its resale roots.

Extending luxury's lifecycle

With origins in its first-ever in-house project launch in 2021, "ReCollection 04" represents another major step towards the company's mission to extend the life of luxury.

The RealReal is encouraging longevity with one-of-a-kind garments, reworked from damaged or unsellable ready-to-wear through mending, embroidery and more.

[View this post on Instagram](#)

A post shared by therealreal (@therealreal)

The RealReal's "ReCollection 04" launch video

To create the collection, The RealReal's design team worked in tandem with local NYC tailors and seamstresses. A patched denim mini skirt, embroidered cashmere sweater and layered asymmetrical slip dress are all included as part of the capsule, available now on therealreal.com and at the brand's SoHo store location.

Keeping fashion out of landfills has proven to be no small feat, and is one of the most urgent issues currently facing the industry.

A McKinsey & Co. report on the connection between fashion and biodiversity loss revealed that nearly three-fourths 73 percent of textile waste is incinerated or ends up in landfills, which release pollutants into surrounding areas and contributes to habitat loss ([see story](#)).

Brands must continue to attack textile waste in innovative ways, at the very least, in the interest of their bottom line as, according to a white paper from Positive Luxury, 85 percent of the growth in the global luxury industry is driven by millennials and Gen Z consumers, 75 percent of whom value sustainability over brand names ([see story](#)).

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