

SUSTAINABILITY

Jimmy Choo launches resale with The RealReal for National Consignment Day

October 3, 2022



In honor of the observance, the pair have announced A Circular Partnership, 'which will launch Jimmy Choo's first official consignment vehicle. Image credit: The RealReal

By LUXURY DAILY NEWS SERVICE

British footwear label **Jimmy Choo** is supporting the circular economy with help from luxury resale platform **TheRealReal**.

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

In honor of the observance, the pair have announced A Circular Partnership, 'which will launch Jimmy Choo's first official consignment vehicle. Starting Oct. 6, clients will be able to seamlessly list their pre-loved luxury items through The RealReal's platform first-time sellers will also gain access to Jimmy Choo's latest collection via an exclusive shopping experience.

"Our partnership with The RealReal reinforces our commitment to the circular economy in addition to our established repair service," said Hannah Colman, CEO at Jimmy Choo, in a **statement**.

"The partnership allows us to champion resale by offering our clients an opportunity to give their luxury items a second life," she said. "This partnership ties back to the goals we are committed to in our sustainability manifesto."

Sustainable luxury

The RealReal founded National Consignment Day in 2017, in a concerted effort to extend the life cycle of luxury items. Now, the world's largest online marketplace for authenticated resale luxury goods is bringing Jimmy Choo into the fold.

Jimmy Choo owners can submit items for consignment through either the brand's or the RealReal's site. From there, The RealReal will handle authentication, photographing, pricing and listing protocols.



In support of a more sustainable future for fashion, The RealReal is extending its suite of services, in partnership with Jimmy Choo. Image credit: The RealReal

As a bonus, first-time sellers of Jimmy Choo inventory will qualify for an exclusive shopping experience with the luxury footwear label. Upon authentication, consigners will become eligible for an in-store or virtual one-on-one VIP styling session with a Jimmy Choo team member.

"More than 2,000 garments are discarded and hit US landfills every second, when 95 percent of those items could have been reworn or reused," said Rati Sahi Levesque, co-CEO and president at The RealReal, in a statement.

"National Consignment Day positions the circular economy as a key solution in the fight against climate change," she said. "This year, we're joining forces with Jimmy Choo to not only further educate consumers on the environmental power of resale, but to extend the life cycle of luxury."

The platform has partnered with luxury peers on previous National Consignment Day initiatives. Italian fashion brand Gucci curated a pre-owned selection for the site in 2020 ([see story](#)).

Historically, luxury has notoriously rejected associations with resale items ([see story](#)), though many high fashion players are recognizing the channel's rising popularity amongst rising demographics. Just last week, French fashion house Balenciaga debuted its own circular service ([see story](#)).

Notably, as of now, there is no mention of the partnership across Jimmy Choo's site or socials.

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.