

RETAIL

The RealReal launches 'Consign Commitment' pledge for consumers

October 2, 2023



In honor of National Consignment Day on Oct. 2, the company is calling on consumers to create a habit of selling at least one in five closet items. Image credit: The RealReal

By LUXURY DAILY NEWS SERVICE

Luxury resale platform The RealReal is making an announcement on National Consignment Day.

In honor of the annual observance, this year falling on Oct. 2, the company is launching "Consign Commitment," calling on consumers to create a habit of selling at least one in five closet items from now on. For the good of the planet, the pledge invites its community to consider implementing the sustainable lifestyle change when it comes to their wardrobe.

"More than 2,000 pieces of clothing are thrown away each second when in reality, 95 percent of trashed clothing could be reworn, recycled or reused," said Rati Sahi Levesque, president and CEO of [The RealReal](#), in a statement.

"Especially well-made items," Ms. Levesque said. "Our intent with the Consign Commitment is to reduce the amount of textiles that end up in landfill, encourage consumers to buy better quality items and ultimately shift the way they think about how they dispose of items they no longer have use for."

Rallying cry

The RealReal is spreading awareness around circularity and fashion via the Consign Commitment.

The establishment of National Consignment Day in 2017 has marked the promotion of related company partnerships or mobilization efforts every year since.

This year, The Real Real's 33 million members are being asked to reduce their footprints by rehousing a few of their fashion items.



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A post shared by therealreal (@therealreal)

The resale player says that recirculating gently used accessories, shoes and clothing can reduce textile waste and lessen greenhouse gas emissions, all while making luxury pieces more accessible.

As knowledge of these perks spreads, more companies are embracing the mode of commerce, online retail platform eBay ([see story](#)) and luxury resale platform Rebag ([see story](#)) both presenting new consignment sales channels last month.

To take The RealReal's pledge and learn more about the commitment, consumers can visit <https://www.therealreal.com/national-consignment-month>.

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