

## MARKETING

# Top luxury campaigns of 2024: The RealReal, Canal Street pop-up

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*The luxury resale platform opened a pop-up shop full of fakes on Canal Street to educate audiences on the cost of counterfeiting. Image credit: The RealReal/Olympia Shannon*

By AMIRAH KEATON

During a year in luxury defined by a worldwide sales downturn, many brands leveraged powerful messages and immersive experiences to assert their relevance and reach.

According to the latest data from global consulting firm Bain & Co., the personal luxury goods market is currently worth upwards of \$370 billion, down 2 percent year-on-year; only about a third of all luxury brands are expected to emerge with positive revenue growth, dropping from two-thirds in 2023.

Overall, while outlier booms across Japan and Southern Europe offered bright spots, challenging economic conditions and slowed spending from shoppers in established markets including the U.S. and China shaped the luxury business landscape last year, calling for innovation as well as expansion into emerging luxury regions such as India.

A number of players rose to the occasion, launching strategic efforts designed to captivate consumers, from French luxury conglomerate LVMH's historic sponsorship of the Paris 2024 Olympics, to individual contributions from the likes of German automaker Mercedes-Benz, French jeweler Boucheron and Scottish whiskey maker The Macallan.

Some embraced localized storytelling as others pushed forward with bold collaborations to forge deeper connections with their audiences. The increased fusion of luxury branding at tentpole cultural events, from international design weeks and film festivals to Formula 1 races, underscored the sector's continued evolution in the lifestyle space.

As the new year kicks off, *Luxury Daily* reflects on the campaigns and activations that resonated in 2024.

## Keeping it real

Last June, the luxury resale platform drew attention to the true cost of counterfeit culture, introducing a pop-up shop at 301 Canal Street in New York City ([see story](#)).

Unorthodox in concept, The RealReal stocked its store with fake versions of the luxury handbags caught during its authentication process, none of which were for sale, to call attention to the pervasiveness of knockoff goods.

Aspects of the branded experience mimicked niche elements of the underground market as, all summer long, the company expertly used the set-up as a shoo-in, hosting conversations in an office above the store.

Taking the activation a step further, the luxury reseller accepted high-end handbag dupes at the New York City location, no questions asked, in exchange for a chance to win the real product through September 2024.



*The bags inside the installation are all fake luxury items. Image credit: The Real Real/Olympia Shannon*

The RealReal educated audiences with related digital content pushed live as part of the initiative. Created in collaboration with branding and advertising firm **Mythology**, and timed to align with New York's tourism high season, the installation went live during the busiest period for counterfeit purchases in the downtown district, known for its street sellers and bargain shopping options.

Having taken heat in past years for allowing fakes to slip through onto its site ([see story](#)), pairing the pop-up with accompanying campaign statistics The RealReal claims to have caught 250,000 fraudulent items off the market since 2011, sharing that it continues to keep approximately 5,000 counterfeit items off the market each month provided luxury shoppers with a tangible representation of its commitment to "keeping it real."

"Authenticity is at the core of everything we do," said Rati Sahi Levesque, president and chief operating officer of **The RealReal**, in a statement.

"Over the past 13 years, as counterfeits have evolved they're being made more quickly and accurately than ever we've continually invested heavily in advancing our technology and the training of our expert authenticators, ensuring we're keeping them off the market," Ms. Levesque said. "Unlike fast fashion, the underbelly of counterfeit culture is less discussed; counterfeits harm the environment, are often produced unethically and undermine genuine brands.

"Our commitment to authenticity goes beyond our business; it's about protecting the planet and ethical practices."