

RETAIL

# The RealReal sets up shop in Summit, New Jersey

June 6, 2025



*Shelves at The Real Real in New York City's Soho district. Image credit: The RealReal*

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By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

Luxury resale platform The RealReal is marking the opening of its 16th store in the U.S.

The 3,000-square-foot retail space continues the company's tri-state area expansion. Besides secondhand designer fashion, the hub allows shoppers access to in-person consignment consultations and valuations for high-end apparel, handbags, fine jewelry and watches, staffing authentication specialists on-site.

"We've been running pop-up events here for years and have built an incredible community of consignors and luxury shoppers," said Samantha McCandless, chief merchandising officer at **The RealReal**, in a statement.

"Given the demand, it only made sense to put down roots with a permanent store a new way for us to connect and grow in the Northeast."

## Retail fuels The RealReal

Presented with sustainability in mind, several interior details, including a burgundy and brass color palette, wood finishes and custom lighting, work to marry the store's luxury aesthetic with natural touches.

Vintage furniture, decor and art pieces unify the curated environment: the location includes a textile installation created by New York City-based artist Kiva Motnyk of Thompson Street Studio. The display pays tribute to New Jersey's textile and embroidery heritage.

Stationed at 20 Beechwood Road, the store operates Monday through Saturday from 10 a.m. to 6 p.m. and Sunday from 11 a.m. to 6 p.m.

With the update, The RealReal strengthens its existing retail presence in the region ([see story](#)).