

# The RealReal

## The RealReal's New Store Brings Sustainable Fashion Uptown

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*Upper East Side store and consignment office merges curated shopping and expert services*

SAN FRANCISCO, May 8, 2019 /PRNewswire/ -- [The RealReal](#), the leader in authenticated luxury consignment, is expanding its brick-and-mortar presence today with the opening of a new store on Madison Avenue on New York's Upper East Side. The smaller format store complements its [SoHo Flagship](#) store, with a curated mix of women's ready-to-wear, handbags, fine jewelry and watches, art and home pieces. It also features an expansive Luxury Consignment Office, increasing accessibility for The RealReal's uptown consignors.

The Madison store gives customers and consignors access to The RealReal's many expert services, including:

- **Complimentary Valuations** from The RealReal's expert gemologists, horologists and authenticators on fine jewelry, watches, handbags, and, for the first time in one of its New York stores, sneakers.
- **Consignment Drop-offs** for quick and convenient consigning.
- **Personal Shopping** appointments to create a tailored in-store shopping experience. Stylists curate a selection of pieces from The RealReal's local and online inventory for customers to try on in-store.
- **Product Viewings** for high-value pieces like Hermes Birkin bags, vintage Rolex watches and archival apparel.

"We're growing our presence in New York to support the strong demand we've seen for both shopping and consigning since opening our SoHo store a year and a half ago," said Julie Wainwright, CEO of The RealReal. "This new format store bridges the gap between our Luxury Consignment Offices and our Flagships stores, bringing together an expanded assortment of expert services and a curated selection of luxury goods."

With this expansion, The RealReal now has three stores across Los Angeles and New York City, and 10 Luxury Consignment Offices around the country -- including one inside each of its stores. The new store is located at 870 Madison Avenue and is open Monday through Wednesday from 10 a.m. to 6 p.m., Thursday from 10 a.m. to 7 p.m., Friday and Saturday from 10 a.m. to 6 p.m, and Sunday from 12 p.m. to 5 p.m. For more information or to book a store service, please visit: <https://www.therealreal.com/madison>.

### About The RealReal

The RealReal is the leader in authenticated luxury consignment. With an expert behind every item, we provide a safe and reliable platform for consumers to buy and sell their luxury items. We have 100+ in-house gemologists, horologists and brand authenticators who inspect thousands of items available online each day. As a sustainable company, we give new life to pieces by brands from Gucci to Cartier, and hundreds more, supporting the circular economy. We make consigning effortless with free in-home pickup, drop-off service and direct shipping. At our stores in Los Angeles as well as SoHo and the Upper East Side NYC, customers can shop and consign and meet with our experts to learn more about luxury authenticity and sustainability. In 11 retail locations across the country, our expert staff provides free jewelry, watch and handbag valuations. Extend the life cycle of luxury items. Join the consignment movement.

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