

The RealReal

The RealReal Issues Luxury Resale Retrospective On The 2010s

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Maximalism, Streetwear and Sustainability Dominated the Decade

SAN FRANCISCO, Jan. 09, 2020 (GLOBE NEWSWIRE) -- [The RealReal](#) (Nasdaq: REAL)--the world's largest online marketplace for authenticated, consigned luxury goods--today released a [Retrospective Report](#) of the trends and brands that defined the 2010s. Based on sales of millions of luxury resale items to millions of shoppers in the past decade, the report offers new insights into the era's biggest rises and falls -- from the volatility of contemporary luxury to the rise of gender fluidity.

"In the 2010s, fashion tribes came and went, but maximalism's over-the-top styles ruled the decade -- selling 3x more than any other style," said Rati Levesque, COO at The RealReal. "Streetwear solidified its place in the world of luxury, and Supreme dominated the decade as the luxury brand with the overall strongest resale value. Millennials came into their spending power and leveraged it to support a more sustainable future for fashion, becoming the top demographic buying resale."

Key additional findings include:

- **Gucci** had the fastest growing resale value, up **2.7x** across the decade
- Resale value for **sustainable brands** increased **1.5x**
- Kim Jones had the greatest impact of all new creative directors, driving resale value for his **Dior Men** pieces 5.2x above those from his Dior Men predecessors
- **Vintage** demand surged **830%** at the end of the decade
- **Stella McCartney** was the **No. 1** best-selling sustainable brand

What's in store for the new decade? Shoppers will be embracing sustainability more than ever before, with 60% buying more resale and 55% buying less fast fashion.

To see all the ups and downs of the decade, view The RealReal's complete [Luxury Resale Retrospective](#).

About The RealReal Inc.

The RealReal is the world's largest online marketplace for authenticated, consigned luxury goods. With a rigorous authentication process overseen by experts, The RealReal provides 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 each day. As a sustainable company, we give new life to pieces by hundreds of brands, from Gucci to Cartier, supporting the circular economy. We make consigning effortless with free in-home pickup, drop-off service and direct shipping for individual consignors and estates. At our stores in LA and NYC, customers can shop, consign, and meet with our experts. At our nine Luxury Consignment Offices, three of which are in our retail stores, our expert staff provides free valuations.

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