

The RealReal

Environmental Policy

The RealReal is a thought leader in sustainable luxury, and we seek to promote the recirculation of products across the broader retail industry. We are committed to leading and innovating to create a more sustainable fashion industry in which we partner with luxury brands, consumers, employees and suppliers to raise awareness about the benefits of resale. Our mission to empower consignors and buyers to extend the life cycle of luxury goods translates into measurable environmental savings. In addition to the positive environmental impact of our business model, we aim to increase the eco-efficiency of our operations by promoting sustainable practices across all areas of our business.

From pioneering partnerships with luxury brands to internal initiatives to participation in global environmental programs, we take action to reduce our own carbon footprint, and advocate for industry-wide sustainability.

Industry-Leading Partnerships

- Worked with brands such as Burberry and Stella McCartney to promote the recirculation of their products on The RealReal

Participation In Global Climate Initiatives

- Became the first retail company to join the CEO Carbon Neutral Challenge issued by Gucci President Marco Bizzarri to become carbon neutral in 2021
- Joined the UN Climate Change's Fashion Industry Charter for Climate Action, which endeavors to achieve a 30% reduction in greenhouse gas emissions by 2030, and net-zero emissions by 2050. We are the first and only resale company that is a member of the UN Climate Change's Fashion Industry Charter for Climate Action
- Joined the Sustainable Apparel Coalition to be part of the broader sustainability conversation in the fashion industry
- Became the first reseller to join the Ellen MacArthur Foundation
- Participation in Clothing Reuse Market Makers, a joint initiative of World Resources Institute (WRI) and Waste and Resources Action Programme (WRAP), and participating companies

First-Of-Its-Kind Sustainability Calculator

- Built a Sustainability Calculator, an innovative tool to quantify the positive impact consignment on The RealReal has on the environment by measuring total energy (GHG) and water saved by extending the life of a clothing item instead of producing a similar new item

TheRealReal

- Partnered with consulting firm Shift Advantage to research the fashion industry's impact on the environment and build custom calculator

Environmental Management System

- Developed an Environmental Management System to track sustainability objectives, goals, and targets includes quarterly progress reports to management and the board
- Comply at a minimum with all applicable environmental laws and regulations, and continually improve our environmental management system
- Regularly update stakeholders on our environmental initiatives including the metric tons of carbon and millions of liters of water saved by consigning with The RealReal since inception
- Our CEO receives quarterly updates on sustainability initiatives, and we are committed to updating our Board of Directors on our sustainability initiatives on a quarterly basis

Sustainable Company Culture

- Uphold our environmental policy and standards with all employees, vendors, and suppliers
- Promote an internal culture that seeks to reduce our carbon footprint and promote sustainability goals
- Listen to customer needs and educate consumers on the positive impact of consignment on the environment

Charitable Giving

- Joined the Million Tree Challenge and donated to environmental charities such as charity: water and the Rainforest Alliance