

What is National Consignment Day?

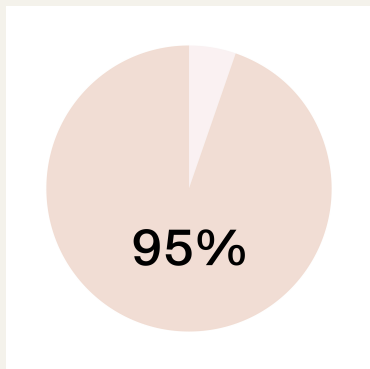
An official national holiday on the first Monday of October celebrating the smart, sustainable way to shop, earn money and support extending the life cycle of luxury.



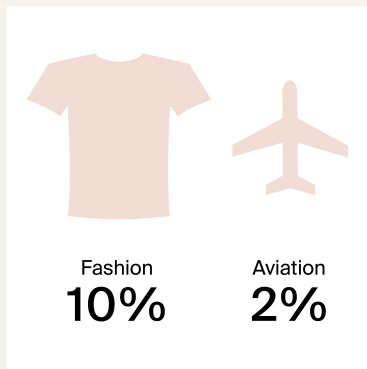
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Why Celebrate Sustainability?

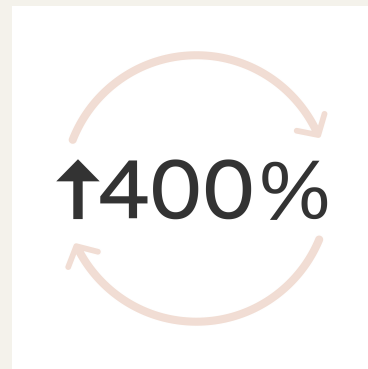
Fashion's Problematic Footprint



Percentage of trashed clothing that could be re-worn, recycled or re-used.



Fashion contributes more to the world's total carbon footprint than aviation.



Percent increase in clothing consumption over the last two decades.

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The Circular Economy

WHAT

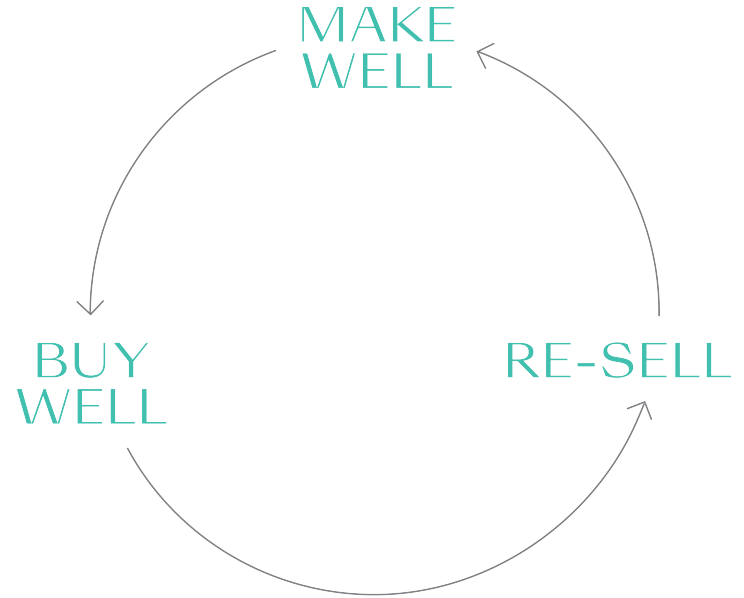
Unlike the traditional linear economy of make, use and dispose, the circular economy encourages utilizing items as long as possible, getting the maximum value out of quality goods.

WHO

Ellen MacArthur, a former competitive yachtswoman, founded her namesake foundation in 2010 with a mission to accelerate the transition to a circular economy.

THE MISSION

The Ellen MacArthur Foundation works with business, government and academia to build a framework for an economy that is restorative and regenerative by design.



The RealReal Is A Proud Member Of The Ellen MacArthur Foundation's CE100 USA

CE100 USA is a program that connects
organizations to allow them to collaborate on
building the circular economy.



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STELLA MCCARTNEY



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The Fashion Industry Is Making Changes

- Stella McCartney has introduced innovative, circular solutions, from sustainable silk in collaboration with BOLT threads to the use of regenerated cashmere in place of more impactful virgin cashmere.
- Brands like Burberry have responded to pressure to stop the wasteful practice of destroying unsold inventory.
- Resale is on the rise, and companies like The RealReal are inherently sustainable. And now we can prove it ...

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The (First-of-its-kind) Sustainability Calculator

We're softening luxury's impact on the environment, one consignment at a time. And now we know how much, by measuring the greenhouse gasses, energy output & water usage saved by the consignment process since the founding of The RealReal.

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Our Sustainability Consultants

We teamed up with leading environmental consulting firm Shift Advantage and sustainable textile leaders from around the globe to formulate and vet our findings.



ELIOT METZGER
World Resources Institute



CAMILLE GILLET
Ellen MacArthur Foundation



MICHAEL SADOWSKI
Sustainability Consultant

TheRealReal



CALCULATING
CONSIGNMENT'S IMPACT

246 Million Liters
Of Water Saved

With the help of our consignors, we've softened luxury's impact on the environment, offsetting 1 billion glasses' worth of water since January 2012.

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The consignment process has saved enough energy & greenhouse gasses to equal 65 million miles driven (that's 23,000 trips from our LA store to our SoHo flagship!).



CALCULATING
CONSIGNMENT'S IMPACT

65 Million
Driving Miles Saved

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Step One

Identify The Fabrics' Impact

CHALLENGE

We don't own or know the supply chain for consigned items, which come from hundreds of different brands.

SOLUTION

With the help of environmental consulting firm Shift Advantage we assembled industry-standard estimates of the environmental impact of the fabrics most often used in women's clothing (dresses, tops, knitwear and jackets).

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Step Two

Identify The Fabrics' Content

CHALLENGE

Some items are made up of different fabric combinations.

SOLUTION

We created archetypes that cover the most common fabric combinations.

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Step Three

Identify The Average Fabrics' Weight

CHALLENGE

Some items of the same type use more fabric, and weigh more, than others.

SOLUTION

We sampled representative items and computed average weights for each product archetype.

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Recap

- The fashion industry has a problematic environmental footprint, and companies are taking notice.
- The circular economy, led by the Ellen MacArthur Foundation, is providing a model for solutions.
- Consigning is inherently circular and directly saves water, energy and greenhouse gas emissions.
- National Consignment Day is an opportunity to celebrate this sustainable way to shop, earn money and extend the life cycle of luxury.

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