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The RealReal Expands Ask TRR AI Shopping Agent With Google Cloud's Gemini Enterprise
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Ask TRR enhances personalized discovery across more than one million unique luxury items

SAN FRANCISCO and SUNNYVALE, Calif., Oct. 8, 2026 /PRNewswire/ -- The RealReal (NASDAQ: REAL) today announced it is expanding Ask TRR, the online retailer's AI shopping agent built with Google Cloud's Gemini Enterprise. Officially launching to all 45 million members after a successful pilot, Ask TRR marks a significant step in The RealReal's mission to make luxury resale more personalized and intuitive in the agentic era.

Google Cloud

Traditional keyword search was built for retailers selling many units of the same product. At The RealReal, every item is one-of-one: once a piece sells, it's gone for good, and new inventory arrives every day. Shoppers often know what they want—like a silhouette, an era, or a look for an occasion—but lack the exact designer name or keyword to find it. As a result, the right piece can get buried or sell before they ever see it. The expansion of Ask TRR addresses that challenge and advances The RealReal's work to create a more personalized digital shopping experience for a marketplace defined by unique, single-quantity inventory.

"The RealReal has changed the way people shop for luxury, and a new generation is embracing resale as a primary way to discover and express their personal style. With more than 1.5 million unique pieces on our site every day, we offer a breadth of discovery that is hard to replicate," said Rati Sahi Levesque, president & CEO, The RealReal. "Fifteen years of proprietary data and luxury expertise give us a unique understanding of our customer. Ask TRR builds on that advantage, enabling precision and specificity whether you start with a designer name, an occasion, or simply an idea. Working with Google, we're meeting customers where they are, making it easier for them to find the one-of-a-kind pieces that are perfect for them."

Built with Gemini Enterprise for Customer Experience, Ask TRR is a highly personalized, shopping agent that helps customers navigate The RealReal's constantly changing luxury assortment through natural language. Moving far beyond traditional keyword search and filters, shoppers can ask questions such as, "What luxury bag should I buy?" and receive tailored product recommendations designed around their intent and preferences. The company also plans to evolve the experience with AI-driven recommendations on product description pages, giving shoppers more contextual guidance as they consider a purchase.

"In a luxury boutique, the best sales associates remember what you love and know what just came in. The RealReal is bringing that level of service online, to every shopper who visits," said Darshan Kantak, vice president, product, Applied AI, Google Cloud. "That's where agentic AI in retail is headed: not just answering questions, but understanding people. The RealReal is ahead of that shift. By pairing its deep luxury expertise with Gemini Enterprise, the company has built an agent that shops the way its customers think."

About The RealReal
The RealReal is the world's largest online marketplace for authenticated resale luxury goods, trusted by a community of 45 million members. Its full-service consignment model across fashion, fine jewelry and watches, art and home, makes it easy for customers to buy and sell luxury wherever they are. The company combines rigorous, expert-led authentication with AI and proprietary technology to optimize operations and pricing while streamlining the customer experience. Backed by 15 years of proprietary data and more than 50 million items sold, The RealReal has become the preferred destination for modern luxury resale, redefining the luxury lifecycle.

About Google Cloud
Google Cloud offers a powerful, optimized AI stack—including AI infrastructure, leading models like Gemini, data management capabilities, multicloud security solutions, developer tools and platform, as well as agents and applications—that enables organizations to transform their business for the Agentic Era. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

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