The RealReal

NEWS RELEASE

THE REALREAL OPENS FIRST MASSACHUSETTS STORE IN CHESTNUT HILL

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New Boston-area location brings personalized luxury consignment, authentication expertise and a constantly evolving assortment of one-of-one designer finds to The Street Chestnut Hill

NEWTON, Mass., Sept. 16, 2026 /PRNewswire/ -- The RealReal (Nasdaq: REAL), the world's largest online marketplace for authenticated luxury resale, today announced the opening of its first Massachusetts store at The Street Chestnut Hill on October 15. Located at 27 Boylston Street, Suite 205, Chestnut Hill, the new store brings The RealReal's full-service luxury consignment experience to Greater Boston for the first time, making it easier for the region's growing community of buyers and consignors to shop and sell luxury in person.

The new 1800 sq. ft. store combines The RealReal's industry-leading authentication expertise with personalized consignment services and a curated shopping experience. Customers can consign, shop and discover authenticated luxury across women's and men's fashion, handbags, fine jewelry, watches and accessories.

The RealReal selected The Street Chestnut Hill based in part on the strength of its existing community of buyers and consignors across Greater Boston. The Street's location at the intersection of some of the region's most affluent and engaged communities, together with its growing mix of fashion, luxury and lifestyle brands, made it a natural home for The RealReal's first Massachusetts location.

> "Boston has been a market we've had our eye on for a long time. We already have a strong community of buyers and consignors here, and Chestnut Hill gives us the opportunity to meet them where they live, shop and spend their everyday lives," said Samantha McCandless, Chief Merchandising Officer of The RealReal. "There's a real appreciation for quality, craftsmanship and longevity in this market, which aligns incredibly well with how today's luxury consumer is shopping. People aren't simply coming to resale

> for value anymore—they're coming for discovery, individuality and access to pieces they can't find anywhere else."

Inside The RealReal, customers will find a continually refreshed assortment of one-of-one pieces from the world's most sought-after luxury houses, including Chanel, Hermès, Louis Vuitton, Dior, Gucci, The Row, Cartier, Rolex and more. New arrivals are added regularly, making each visit a new opportunity for discovery.

The opening comes as consumers are increasingly turning to resale not simply as an alternative to buying new luxury, but as a destination in its own right. The RealReal's 2026 Resale Report found that demand for vintage has increased 432% since 2020, while increasingly specific searches for designers, eras and creative-director tenures point to a luxury consumer who is more knowledgeable and intentional than ever.

More than half of The RealReal's customer base is now Gen Z and Millennials, generations that increasingly move fluidly between new and resale and view pre-owned luxury as part of the same fashion ecosystem.

The Chestnut Hill store offers:

Personalized Consignment Services: One-on-one consultations with The RealReal's luxury experts, making it easy for local consignors to sell handbags, fine jewelry, watches, designer fashion and accessories.

Luxury Expertise & Valuations: Expert evaluations that help consignors understand the resale value and market demand for items already in their closets.

Curated Luxury Shopping: A constantly evolving assortment of authenticated, one-of-one luxury spanning iconic houses, emerging designers, vintage and hard-to-find pieces.

Private Luxury Appointments: Personalized appointments for customers interested in exceptional fine jewelry, watches, rare handbags and other high-value pieces.

> "Physical retail brings the circular luxury experience to life in a way that's incredibly powerful," added McCandless. "You can walk in wearing something you bought years ago, learn what it's worth today, consign it with us and discover the next piece you love. Increasingly, consumers don't think of resale as a separate category, they're simply shopping luxury, and resale is increasingly the first place they look."

The opening of our Boston area store at Chestnut Hill expands The RealReal's growing national retail presence at a time of strong consumer demand for authenticated luxury resale. In the second quarter of 2026, The RealReal delivered record quarterly gross merchandise value of $617 million, an increase of 22% year over year, while

trailing-twelve-month active buyers grew 11% and average order value increased 13%.

Store Information

The RealReal – Chestnut Hill
27 Boylston Street, Suite 205
Chestnut Hill, MA 02467

Hours

Monday–Saturday: 10:00 a.m.–7:00 p.m.
Sunday: 12:00 p.m.–6:00 p.m.

The RealReal Store Locations

Chicago, IL • Dallas, TX • Greenwich, CT • Houston, TX • Los Angeles, CA (Melrose, Brentwood) • Manhasset, NY • Marin, CA • Miami, FL (Design District) • Newport Beach, CA • Brooklyn, NY • New York, NY (Madison Avenue, Midtown Luxury Consignment Office and SoHo) • West Palm Beach, FL • Palo Alto, CA • San Francisco, CA • Summit, NJ

About The RealReal

The RealReal is the world's largest online marketplace for authenticated, resale luxury goods, with a community of 44 million members. Our full-service consignment model offering virtual appointments, in-home pickup, drop-off and direct shipping, enables consumers to buy and sell luxury across fashion, fine jewelry and watches, art and home categories with ease. The company combines a rigorous, expert-led authentication process with proprietary technology, including AI and machine learning, to power optimal pricing and processing for our members and help scale the business. With 15 years of proprietary data across more than 50 million items sold, The RealReal has a singular view into the luxury lifecycle. By extending the life of millions of luxury goods, the company is leading a more circular economy while delivering a seamless experience for buyers and sellers.

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