The RealReal

NEWS RELEASE

The RealReal Expands Los Angeles Presence with New Glendale Store

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New Glendale location brings authenticated luxury resale, expert consignment services and a constantly evolving assortment of one-of-one designer finds to one of Los Angeles' premier shopping destinations

GLENDALE, Calif., Sept. 9, 2026 /PRNewswire/ -- The RealReal (Nasdaq: REAL), the world's largest online marketplace for authenticated luxury resale, today announced the opening of its newest Los Angeles-area store at 230 S Brand Blvd, Glendale, CA on October 1, 2026. The new location expands The RealReal's Southern California presence and brings its full-service luxury consignment and shopping experience to a new community of buyers and consignors across Glendale and the greater Los Angeles area.

The new 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.

Glendale was a natural choice for The RealReal's newest Los Angeles-area location. Located just outside Downtown Los Angeles and Hollywood, the destination has established itself as one of Southern California's leading fashion and lifestyle centers, bringing together luxury houses and contemporary brands including Bottega Veneta, Gucci, Louis Vuitton, Saint Laurent, Tiffany & Co., David Yurman, Golden Goose, Alo and Nordstrom.

"Los Angeles has always had such a distinct relationship with fashion, it's incredibly individual, and people here have never been afraid to mix eras, designers or points of view," said Samantha McCandless, Chief Merchandising Officer of The RealReal. "That makes Glendale particularly exciting for us. Glendale is already a destination where people come to discover fashion and luxury, and The RealReal adds something

completely new to that experience: thousands of one-of-one pieces you can't find anywhere else. You might come in looking for a current-season bag and discover an incredible vintage Chanel piece or a designer from a decade you've suddenly fallen in love with. That combination of knowledge, individuality and discovery is increasingly what's driving luxury resale today."

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 Glendale opening comes as consumers increasingly turn 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 searches are becoming increasingly specific by designer, era and creative-director tenure. Searches for 2000s fashion, for example, increased 93% year over year, reflecting a consumer who is increasingly knowledgeable about fashion history and interested in finding pieces unavailable in traditional retail.

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 Glendale 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.

The Glendale opening further expands The RealReal's brick-and-mortar presence at a time when the distinction between new and resale luxury is increasingly disappearing for consumers. Physical stores allow customers to experience the full circular luxury lifecycle in one place—from understanding the value of something already in their closet and consigning it, to discovering the next piece they want to own.

"What's so exciting about resale right now is that customers aren't necessarily waking up thinking, 'I'm going to shop pre-owned today.' They're simply shopping for something great," added McCandless. "In a market as fashion-driven as Los Angeles, resale gives them access to an assortment no traditional retailer can replicate. There's only one of each piece, and once it's gone, it's gone. That sense of discovery is incredibly powerful—and it makes shopping fun."

The new location also strengthens The RealReal's existing Southern California retail network, joining stores in Los Angeles on Melrose Avenue and in Brentwood, as well as Newport Beach.

The opening comes amid 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

Store Information

The RealReal – Glendale
230 S Brand Blvd
Glendale, CA

Hours

Monday–Saturday: 10:00 a.m.–7:00 p.m.
Sunday: 11:00 a.m.–6:00 p.m.

The RealReal Store Locations

Chicago, IL • Dallas, TX • Greenwich, CT • Houston, TX • Los Angeles, CA (Melrose, Brentwood, Glendale) • 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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