

RETAIL

The RealReal ends Earth Month with in-store donation program

April 23, 2024



TheRealReal × CONSERVATION INTERNATIONAL 

Running through April 30, a new retail initiative continues the luxury resale platform's commitment to circularity. Image credit: The RealReal

By LUXURY DAILY NEWS SERVICE

Luxury resale platform **The RealReal** is celebrating Earth Month.

In partnership with global environmental protection nonprofit Conservation International, the company is providing resellers the opportunity to give back. Starting April 22, consignors will be able to donate their commission to the charity at The RealReal's retail stores, benefitting the organization's work to protect a total of 2.3 million square miles of land and sea around the world.

Reuse and reduce

Rounding out a global observance, messaging surrounding the weeklong retail initiative emphasizes circularity as it aims to reduce clothing waste across the board.

Donations made at any of the company's 12 bricks-and-mortar locations through the end of April will go to Consign for Conservation International, part of the nonprofit's larger "Gifts That Give Back (To Nature)" initiative.

Conservation International's program has launched numerous activations with other businesses such as Mastercard, Hawaiian Airlines and HarperCollins Publishers in recent months.

Join us in giving today's fashion a more sustainable tomorrow.

From April 22-30, when you consign at any [@TheRealReal](#) store, you can donate your commissions to [@ConservationOrg](#) to help protect our planet's oceans & forests. [#EarthDay](#) <https://t.co/3EKWEZUvXm>

Conservation Intl ([@ConservationOrg](#)) [April 22, 2024](#)

The RealReal's Earth Month engagement is coupled with existing innovations such as its sustainability calculator, which allows in-store employees to showcase the role individual consignor contributions play in alleviating fashion's impact on the environment. The reseller's Consign Commitment pledge ([see story](#)) also stands, reflective of a longstanding mission to mitigate the industry's effects on the environment.

Earth Day and Earth Week have led several high-end names to uplift sustainability-focused goals ([see story](#)).

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