

RETAIL

The RealReal pushes shoppers glued to unworn luxury goods toward consignment

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The initiative aims to push viewers to make the plunge into resale. Image credit: TheRealReal

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Luxury resale platform The RealReal is uplifting the emotional ties its clientele forges with their clothing.

The campaign, titled “If you loved me, let me go to The RealReal,” promotes the company’s consignment service by trying to ease the emotional stress of selling the apparel that viewers hold dear so that new owners can create fresh memories. Launched this month, the initiative is currently running across multiple television spots and on social media.

“Our closets are emotional,” said Caroline Gardner, head of integrated brand marketing at **The RealReal**, in a statement.

“We fall in love with items that express who we are, and then live our lives with them, it’s sometimes hard to let go of that past,” Ms. Gardner said. “This campaign brings that sentiment to life in a new way, by showing audiences that the ultimate expression of love for that item and the memories you share is through letting it go to someone else who will love it too.”

“We’re excited for this love letter to our most loved items to connect with consumers as we can all relate to the feeling of cherishing those special valuables we wore or purchased that marked a before and after in our lives.”

Spreading the love

Created in collaboration with Los Angeles-based advertising agency Team One, “If you loved me, let me go to The RealReal” takes the form of a series of vignettes told from the perspective of the clothing.

From weddings to goofy adventures and career advancement, the film displays a variety of milestones that could be meaningful to a consumer, holding them back from reselling the clothes they were wearing during those meaningful moments. The spot ends with the items reciting the name of the campaign as a call to action.

The RealReal presents “If you loved me, let me go to The RealReal”

“We have a long history of partnering with premium brands to help them connect with cultural and social truths,” said Chris Graves, chief creative officer at Team One, in a statement.

“We embraced The RealReal’s brief of tapping into their audience’s emotional consignment journey to remind them sometimes, we need to let go of the things we love most,” Mr. Graves said. “The RealReal’s advertising plays heavily into the emotional relationship we develop with valuable items that define or represent key moments in our life, reminding us that new chapters can

be cathartic and beneficial in so many ways.”

British Airways took a similar approach in its recent advertising push, platforming the positive impact travel can have on a person and how the airline makes those memories possible ([see story](#)).

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