

## EXECUTIVE SUMMARY

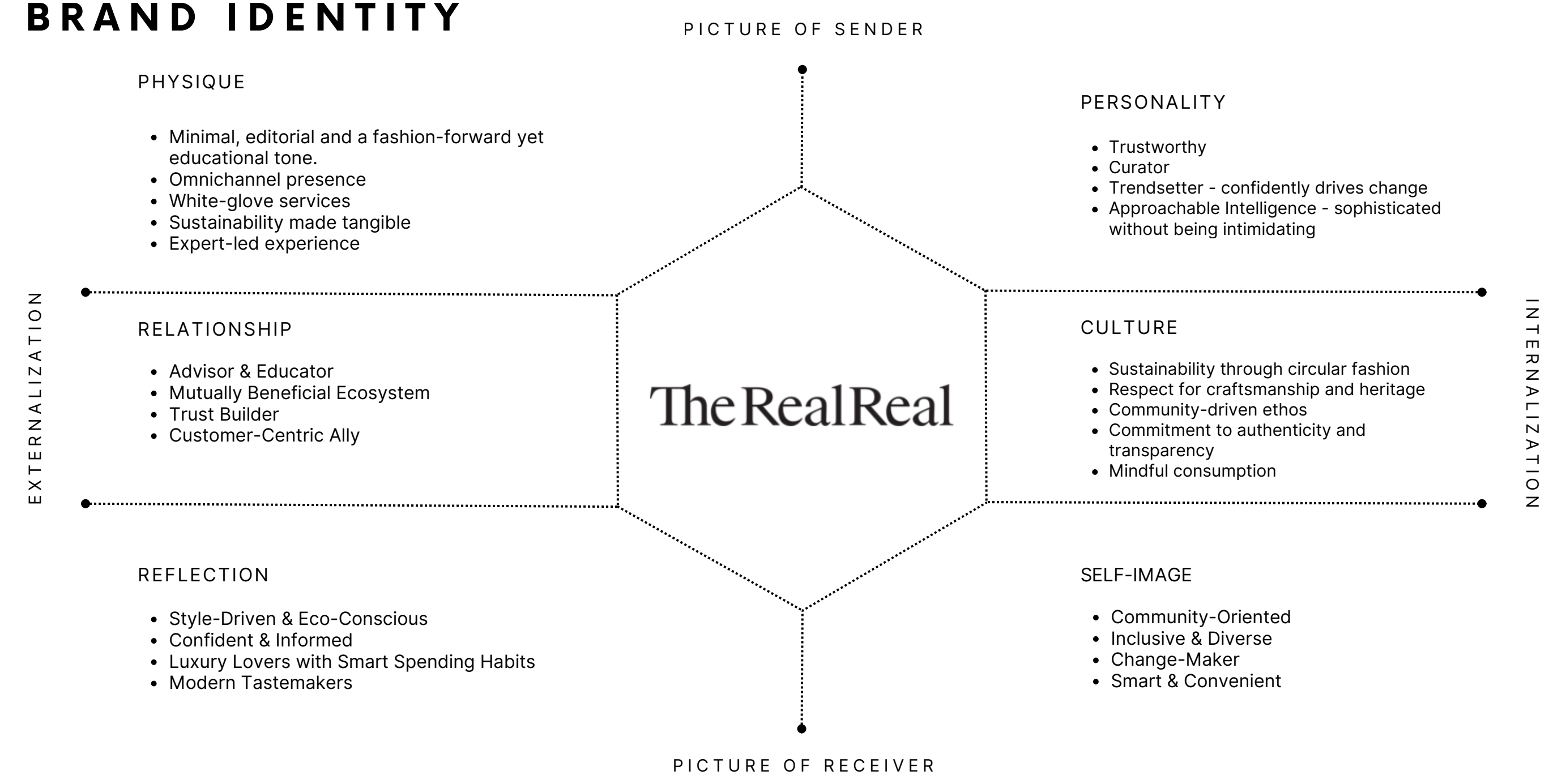
The RealReal has selected France as the ideal market for its global expansion, driven by the country's strong GRAI positioning, established luxury ecosystem, and resilient consumer confidence. Representing one of Europe's largest luxury resale markets, valued at approximately \$1.7-2.3 billion in 2024 and growing 10-15% annually, France's stable economy, robust retail performance, and embrace of secondhand luxury make it a prime destination for sustainable growth.

The launch introduces a 3,600 sq. ft. Paris boutique, evenly divided between retail (1,800 sq. ft. on the first floor) and back-of-house operations, including offices, inventory, and authentication (1,800 sq. ft. on the second floor). Designed as an immersive and experiential space, the boutique offers a highly curated assortment tailored to the Parisian clientele, complemented by a café that fosters community, social connection, and discovery.

Financial projections estimate \$1.9 million in revenue in Year 1 with a 56% gross margin, primarily driven by women's categories. Initial setup costs are projected at \$94,895, with break-even expected by Year 2 and a net income of \$18,262. To differentiate from competitors such as ReSee and Vestiaire Collective, The RealReal positions itself as an immersive community retail destination.

A \$350,000 marketing budget supports experiential activations, targeted advertising, influencer collaborations, and omnichannel engagement through SMS, email, and social media marketing. Through this expansion, The RealReal strengthens its European footprint and redefines the future of luxury resale in France, bridging sustainability, experience, and innovation to set a new standard for circular luxury retail.

## BRAND IDENTITY



## CUSTOMER PERSONA



### VALUE-DRIVEN BUYER

Average Basket: \$950  
35%



### ECO-CONCIOUS SHOPPER

Average Basket: \$750  
30%



### THE CURATOR

Average Basket: \$450  
25%



### THE STATUS SEEKER

Average Basket: \$2,000  
10%

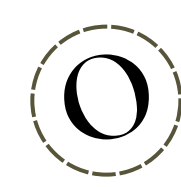
## SWOT ANALYSIS



- Trusted leader in authenticated luxury resale
- Strong sustainability and verification model
- Omnichannel presence: online + showrooms



- High price point limits reach
- Limited retail distribution network
- Low advertising visibility



- Refill program adds sustainable appeal
- Transparent production builds trust
- Exclusive experiential events boost desirability



- Sustainability expectations rising fast
- Market saturated with niche fragrances
- Economic shifts may affect spending

## SELECTED COUNTRY ANALYSIS



- POLITICAL**
- Operates under strict EU and French trade laws
  - Strong government backing for the luxury sector



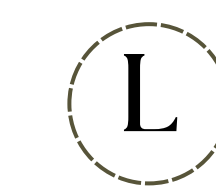
- ECONOMIC**
- \$25B luxury market with steady growth
  - Tourism drives strong retail traffic
  - Inflation may limit discretionary spending



- SOCIAL**
- Consumers value sustainability and authenticity
  - 70% open to buying pre-owned luxury
  - Expect curated, high-service and hybrid retail



- TECHNOLOGICAL**
- E-commerce and authentication expansion
  - High mobile and social media use



- LEGAL**
- GDPR, resale, and VAT rules apply
  - Strong anti-counterfeit and circular-economy laws



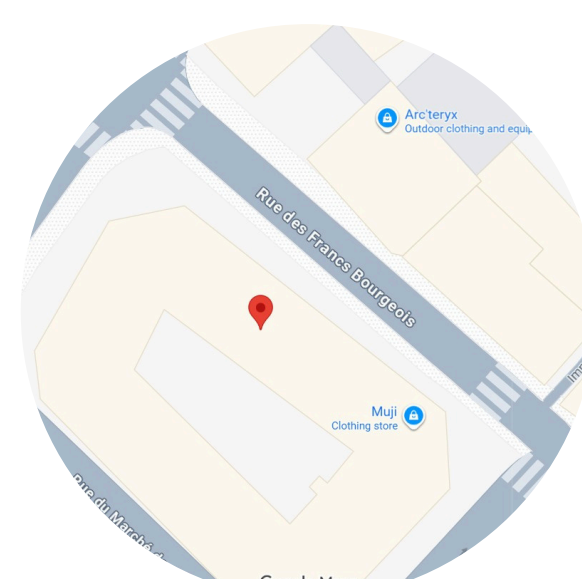
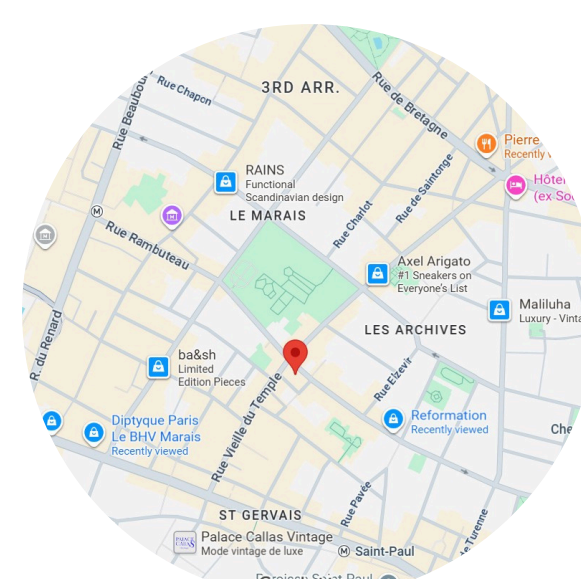
- ENVIRONMENTAL**
- Circularity and eco-design are national priorities
  - Customers expect sustainable operations and packaging.

## CHOSEN LOCATION



LE MARAIS, PARIS

## SPECIFIC LOT LOCATION



47 RUE DES FRANCS BOURGEOIS, 75004 PARIS, FRANCE

## FINANCIALS - 2026 TO 2028

	2026	% Rev	2027	% Rev	2028	% Rev
<b>Total Revenue</b>	\$ 1,948,683.42	100%	\$ 2,182,525.43	100%	\$ 2,444,428.48	100%
Consignment Revenue	\$ 1,325,104.73	68%	\$ 1,484,117.29	68%	\$ 1,662,211.37	68%
Direct Revenue	\$ 428,710.35	22%	\$ 480,155.59	22%	\$ 537,774.27	22%
Shipping Services Revenue	\$ 194,868.34	10%	\$ 218,252.54	10%	\$ 244,442.85	10%
<b>Total Cost of Revenue</b>	\$ 857,420.70	44%	\$ 960,311.19	44%	\$ 928,882.82	38%
Cost of consignment revenue	\$ 194,868.34	10%	\$ 218,252.54	10%	\$ 195,554.28	8%
Cost of direct revenue	\$ 487,170.86	25%	\$ 545,631.36	25%	\$ 317,775.70	13%
Cost of shipping services revenue	\$ 175,381.51	9%	\$ 196,427.29	9%	\$ 195,554.28	8%
<b>Gross Profit</b>	\$ 1,091,262.72	56%	\$ 1,222,214.24	56%	\$ 1,515,545.66	62%
<b>Operating Expenses</b>						
Insurance	\$ 7,300.00	0.55%	\$ 7,467.90	0.34%	\$ 7,639.66	0.31%
License & Permits	\$ 3,600.00	0.27%	\$ 3,600.00	0.16%	\$ 3,600.00	0.15%
Rent	\$ 425,000.00	32.07%	\$ 425,000.00	19.47%	\$ 425,000.00	17.39%
Marketing/Advertising	\$ 350,763.02	18.00%	\$ 392,854.58	18.00%	\$ 439,997.13	18.00%
Fire Dept	\$ 7,200.00	0.54%	\$ 7,365.60	0.34%	\$ 7,535.01	0.31%
Health Dept	\$ 1,742.00	0.13%	\$ 1,782.07	0.08%	\$ 1,823.05	0.07%
Environment Dept	\$ 5,500.00	0.42%	\$ 5,635.50	0.26%	\$ 5,755.91	0.24%
Payroll	\$ 305,170.00	23.03%	\$ 320,428.50	14.68%	\$ 336,449.93	13.76%
Utilities	\$ 18,000.00	1.36%	\$ 18,900.00	0.87%	\$ 19,845.00	0.81%
Systems	\$ 1,560.00	0.12%	\$ 1,595.88	0.07%	\$ 1,632.59	0.07%
Depreciation (Furniture and Equipment)	\$ 13,243.33	0.68%	\$ 13,243.33	0.61%	\$ 13,243.33	0.54%
<b>Net Operating Expenses</b>	\$ 1,139,078.35	58.45%	\$ 1,197,864.36	54.88%	\$ 1,262,521.60	51.65%
<b>Operating Income or Loss</b>	\$ (47,815.63)	-2.45%	\$ 24,349.88	1.12%	\$ 253,024.06	10.35%
Income before taxes	\$ (47,815.63)	-2.45%	\$ 24,349.88	1.12%	\$ 253,024.06	10.35%
Taxes	\$ (11,953.91)	-0.61%	\$ 6,087.47	0.28%	\$ 63,256.01	2.59%
<b>Net Income After Taxes</b>	\$ (35,861.72)	-1.84%	\$ 18,262.41	0.84%	\$ 189,768.04	7.76%

## STORE 3D RENDERS



## PROMOTION MOCK UPS

