

# VER/10

THANKS, IT'S RENTED

Aver Insight  
**The rise of sustainable fashion: Part 1 - rental fashion**  
October 2022

# Overview

- This insight explores the rise of sustainable fashion, and the practices brands are adopting to become more sustainable
- In two parts, the first insight looks at the rise of rental fashion, analysing its pros, cons and future path
- The second insight will focus on the re-selling and recycling of clothing, as well as discussing the ethical and environmental challenges the fast fashion industry faces, alongside the growing problem of greenwashing





# Rise of sustainable fashion



- During the 90s and early 2000s, the fast-fashion industry grew exponentially. Fast fashion drove the price of clothing down by outsourcing labour to developing countries and cutting costs in the supply chain
- Fast fashion gained the ability to react quickly to trends and make them more affordable, particularly for younger generations
- However, this massive era of consumption has caused many garments to end up in landfill, and has contributed to the climate crisis through chemicals, use of water and pollution
- With the increased environmental awareness growing within society, consumers are beginning to adopt more sustainable practices, such as re-selling clothing, renting or buying ethically-sourced garments

# What is rental fashion?

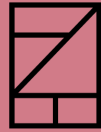
- A clothes rental service allows consumers to rent one or several items of clothing from a particular shop or platform
- Consumers can browse numerous categories, brands and labels, finding an item that fits their needs and budgets
- Tech-savvy entrepreneurs have seen its potential, with numerous platforms and department stores now offering rental services





# Where can I rent?

HURR  
COLLECTIVE



RENT THE RUNWAY

SELFRIDGES & CO

By Rotation

JOHN LEWIS  
& PARTNERS

Harrods

MY WARDROBE HQ

ROTARO

HARVEY NICHOLS

M&S

COCOON

ONLOAN

HIRESTREET

# Flooding the media scene

Rental clothing is the next big retail boom **WIRED**

Fashion for rent: the new style of ethical dressing **FINANCIAL TIMES**

Online fashion rental market to grow over 10 percent annually

FASHIONUNITED

A hire purpose: the opportunities in rental fashion **Drapers**

The rise of rental fashion: why we need to forget about owning our clothes

**BAZAAR**

Fashion: Rental revolution – why you might want to hire your clothes instead of buying new this summer **THE IRISH NEWS**

‘Our business is different’: Why fashion rental has withstood the pressures of inflation

G L O S S Y

**The rise of fashion rental**

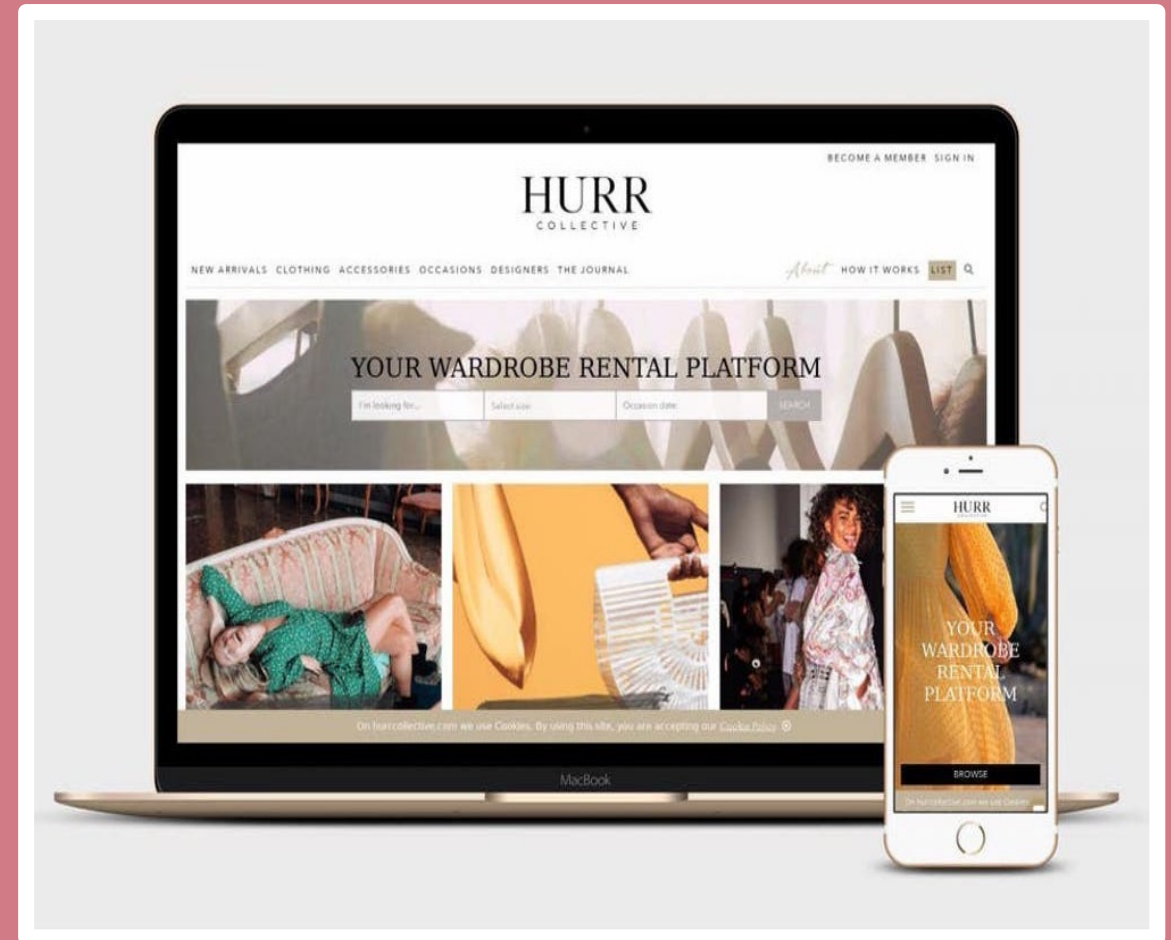
**The Guardian**

Why the conscious fashion set are turning to rental when they want to glam up

**TEMPUS**

# Case study: HURR Collective

- Founded in 2017, HURR is a tech-fast platform with thousands of renters and lenders building a smart solution for fashion and in particular, fast fashions unsustainable demand for 'newness'
- It operates online and via an app, allowing lenders the chance to monetise their pieces and renters the opportunity to enjoy the latest luxury trends without burning a hole in their pocket or the planet
- Many high-end, luxury brands are available to rent on HURR for the fraction of the retail price
- HURR Collective has also recently partnered with John Lewis to launch its first womenswear rental collection





# Case study: HURR Collective



- HURR Collective evolved its presence, opening a fashion rental shop on the King's Road in December 2021, enabling customers to rent their party wardrobes for one night only
- The store also incorporated an educational element, housing a selection of eco-events, live panels and workshops alongside on-site repairs
- As well as this temporary pop-up, HURR also has a physical space within Selfridges on Oxford Street



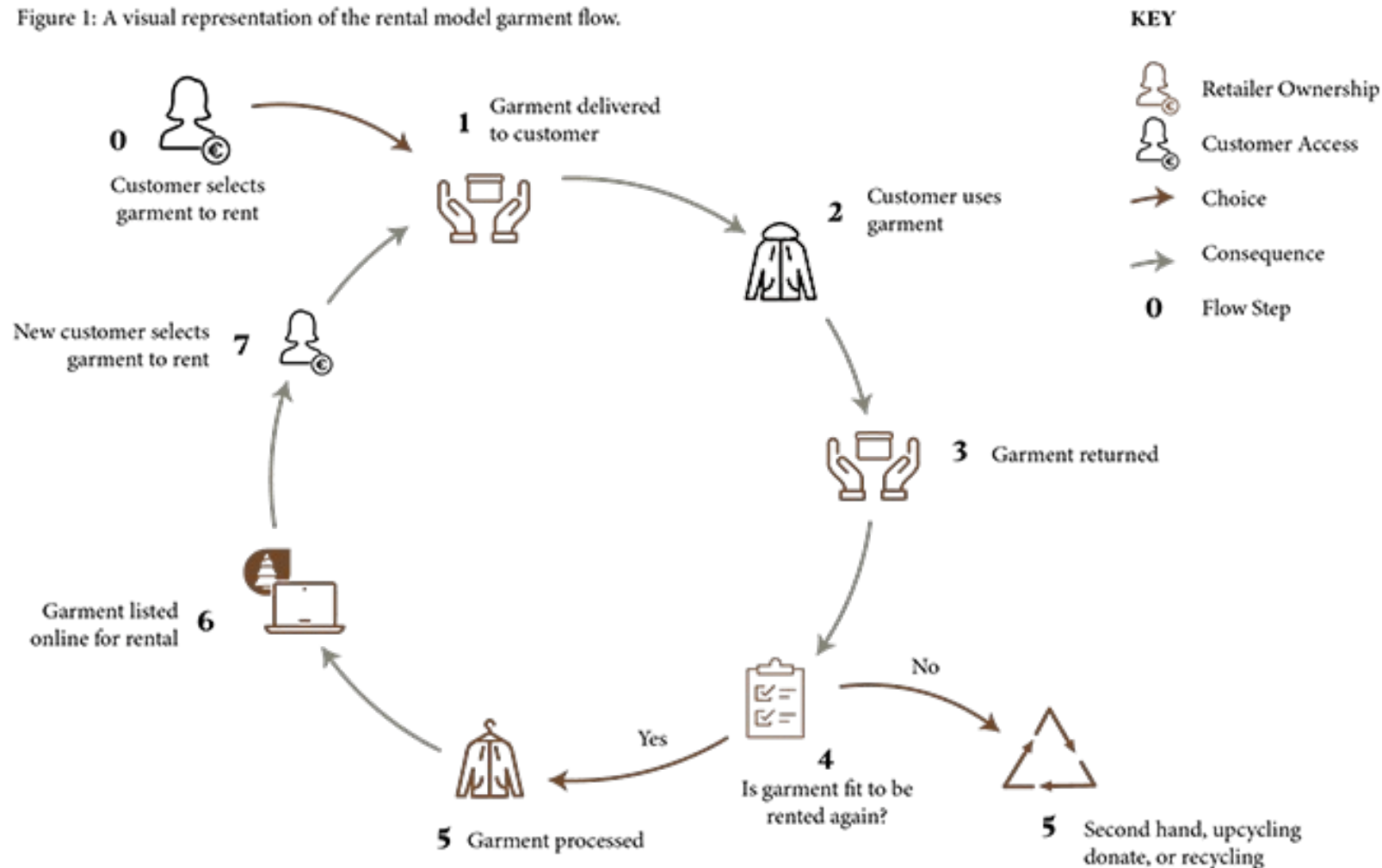
# Benefits of rental fashion

- Rental fashion encourages a change in mindset. Consumers can make more of a conscious effort when it comes to fashion, and overcome their usual 'throwaway culture' beliefs
- Rental fashion encourages accessibility. There is a common perception that sustainable fashion is expensive. While this may be true in certain cases, rental fashion allows consumers to wear clothing that adheres to sustainable and ethical practices, without paying a large sum for the garment



# A positive cycle

Figure 1: A visual representation of the rental model garment flow.



This diagram highlights the cyclical structure of rental fashion\*

*"Rental could play a critical role in shifting the industry towards a less resource intensive model, through incentivising higher production standards and greater garment longevity."*  
Fashion For Good, 2019

\*Source: Fashion for Good (2019)



# Drawbacks of rental fashion

- Rental fashion has been met with some skepticism, with consumers raising concerns around the issue of contamination. Some consumers are discouraged by the idea of wearing an item which has been previously worn multiple times. However, rental platforms offer dry-cleaning as part of the service
- Nonetheless, dry-cleaning comes with carbon-intensity, which again raises questions towards rental fashions contribution to carbon emissions, particularly if garments are shipped on a national or international level



# The need for a physical presence

- Rental fashion services utilise digital platforms to a high standard, making it highly accessible, however studies show that 64% of UK consumers prefer shopping on high streets to online
- If rental fashion services were more accessible from a high street level, this would not only provide the desired 'in-person' experience, but also an avenue for consumers to begin making positive changes to their fashion habits
- Aside from logistical factors in terms of stock, a physical store would also limit the need for items to be shipped to different locations, and provide a physical experience for consumers to enjoy





# Main takeaways

- There is a growing awareness of the fashion industry's impact on the planet, and it is imperative to enable accessible avenues for consumers to make more ethical and sustainable choices
- It is interesting to see how most physical rental fashion spaces are available in affluent areas like the King's Road, and luxury department stores such as Selfridges. If more opened in high street locations, it would encourage positive sustainable changes to their habits
- We have seen that physical retail is still a popular option when it comes to consumers, so it's an aspect of retail which rental fashion should consider in the future



# Sources

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- [Business Insider](#)
- [BBC](#)
- [The Independent](#)
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- [Marie Claire](#)
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OVER/10

