

Sustainability in Fashion: Clothing Rental Services Essay

I rent clothes quite often, especially when it comes to any events, including birthday parties or weddings. First of all, it saves money. Douglas (2019) notes that renting a thing is much cheaper than buying it. It is especially true of evening dresses, which are rarely worn and have a relatively high cost. Moreover, in the salon, I can rent a branded clothing from the latest collection, which I cannot afford to buy. Equally important is the issue of saving space in the closet. Having rented an outfit, you don't have to think about what to do with ten different dresses worn for girlfriend's weddings or family dinners, because, as a rule, it is a pity to throw them away, and the second occasion to put them on is infrequent.

Clothing rental services are gaining popularity globally, the main drivers of which are economy and reasonable consumption. According to Conlon (2020), prices for some luxury brands such as LV are growing by almost 20% per year. Many, even wealthy, people consider it inappropriate to spend money on such new items. Furthermore, many people today realize that by extending the life of things, they are contributing to the protection of nature. Conlon (2020) asserts that many retailers have already recognized the threat posed by sharing and have announced plans to introduce recyclable items into their businesses next year – either renting, or signing up, or exchanging, or accepting used items for recycling.

The American group Urban Outfitters, which operates the Urban Outfitters, Anthropology, and Free People brands, decided to launch the Nuuly platform, which works on a monthly subscription model for \$ 88. Subscribers receive a monthly parcel containing six pieces of clothing, with a total market value of about \$ 800. According to Our story. (n.d.), the goal is to allow the customer to update their wardrobe without accumulating clothes in their wardrobes regularly. However, if the customer likes the item, it can be redeemed. Available brands include Reebok, Levi's, Citizens of Humanity, Anna Sui, Fila, Wrangler.

References

Conlon, S. (2020). *The rise of fashion rental*. The Guardian. Web.

Douglas, D. (2019). *8 clothing rental services that let you change your wardrobe in an instant*. Today. Web.

Our story. (n.d.). Nuuly. Web.