

Fashion for Hire

Rentez-Vous



Company: Rentez-Vous

Innovative business model type: Clothing re-use / hiring

Sector: Clothing

Company size: SME

Product or service: Designer clothing hire to customers across London

Key Facts

- Based in the UK, Rentez-Vous offers a peer-to-peer and business-to-consumer fashion rental service across London.
- REBus worked with Rentez-Vous to develop additional services which included a new designer-to-peer service and a go-to solution for retailers' unused and pre-used fashionable items.
- The scheme gives women the option of an unlimited wardrobe at the fraction of the cost of buying new clothes.
- The average household owns around £4,000 worth of clothes with the average clothing costs each household in excess of £1,800 per year (source: [Valuing Our Clothes](#))
- Rentez-Vous is the first fashion rental marketplace using up-and-coming fashion designers as suppliers

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Introduction

Rentez-Vous was founded by Fiona Disegni, who began by running fashion sharing events. She successfully attracted grant funding and recruited a team of volunteers to help develop the website and proposition.

Although other peer-to-peer clothes services are available, Rentez-Vous is unique in using up-and-coming fashion designers as suppliers. Rentez-Vous is a new distribution channel for emerging designers and fashion brands/retailers to recycle their previous collections and access a new audience. The system also allows fashion professionals to get access to unique insights with each rental leading to a wealth of data collected.



REBM for fashion rental

According to WRAP figures, extending the lifecycle of clothing by just three months is enough to reduce the carbon footprint by 8%, water consumption by 10%, and waste by 9%. (source: [Valuing our clothes](#)).

There is an estimated 1.7bn items of clothing in UK wardrobes which have not been worn for at least a year. Rentez-Vous proposes that these clothes could be rented to other individuals.



The business gives women a platform to rent clothes to one another and rent designer clothes for a much lower price than buying new. One focus is on offering a service which saves and makes women money; the other part focuses on giving brands an outlet to test its creations through customers of the fashion rental business.

“For us, rental is a way to get access to quality clothes without the guilt. You can get it wrong, you can fall in love, or you can keep – we are not against buying, we are more against waste.”

Fiona Disegni, Founder, Rentez-Vous

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What would success look like?

Rentez-Vous aims to give women a wider wardrobe choice, while reducing textile waste and saving customers' money. However, it is also keen for major brands and retailers to see Rentez-Vous as the go-to solution for their unused and pre-used fashionable items. Rentez-Vous provides a circular alternative to retail outlets offering consumers a premium experience, proving that unused fashionable items have a reusable value.

Why REBus?

Rentez-Vous had already experimented with events where women rented clothes from one another and from designers. To formalise the system and make it more accessible, an online platform was required.

Fiona Disegni, came up with the business idea because she believed that women typically have a wardrobe full of clothes but feel that they have little they want to wear. Fiona turned to WRAP through REBus and its ground-breaking report ['Valuing our Clothes'](#) to see if her beliefs were supported by evidence.

WRAP's report, which gave the first big picture look at the financial and environmental impacts of clothing. After utilising the 'Valuing our Clothes' research, Disegni asked REBus to help structure the processes and business plan to bring the Rentez-Vous new business model to market.

REBus support

The company worked with REBus predominantly to pilot the designer-to-peer model, allowing designers to hire out items that were not used by their customers (e.g. retailers). This allowed women to wear something fashionable and unique for a fraction of the cost of buying it.

When Fiona Disegni first started thinking of collaborative fashion it was WRAP's 'Valuing Our Clothes' report which highlighted the opportunities available to her; peer-to-peer service and working with the brands and retailers to recycle their unused items. Approaching WRAP for support was a natural next step.

REBus was able to:

- Create a financial case to attract external investment;
- Identify the utilisation rate of each product, developing the financial model and helping Rentez-Vous to better understand the process; and
- Refer Rentez-Vous to WRAP's [SCAP](#) programme, with the aim of piloting a project with global clothes brands. Part of the value added by the service will come through measuring the sustainable impact of clothes rental services.

"The REBus team have been fantastic. We would not have got to where we are so quickly and effectively without the support through REBus. Working with REBus enabled us to reach the roll-out stage. The development of a detailed financial model and business case helped us to streamline and test the process, to offer a fantastic service to women across London and Paris."

Fiona Disegni, Founder, Rentez-Vous

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The pilot

REBus worked with Rentez-Vous to run a pilot which allowed consumers to rent clothes from designers through its online platform. The aim was to test the functionality of the platform and also to gauge whether the items could be worn, cleaned and returned effectively.

Results

The pilot successfully demonstrated the level of cost and time that was required to deliver the project. As a result, the platform has been rolled-out online and is now available to women across London.

Next steps

Rentez-Vous is about to trial a new delivery mechanism in order to provide a within-the-hour service.

The company is currently engaging with major fashion brands. This will expand its supply base, while offering the larger brands the benefit of improved re-use and data collection.

The business has also been working with PwC on their environmental open-source tool, as part of a project to measure the optimisation of the service at the end of the product lifecycle

Looking to the future, the company aims to roll-out Rentez-Vous across London and Paris, explore further partnerships with major brands and retailers, and to scale up its existing work through events and partnerships.

Lessons learned

We could have been more engaged with brands to get them more involved at the pilot stage. The evolution of the business and strength of the relationship has opened up great opportunities with partners and WRAP.

Advice to others

“Take the opportunity! Make sure that you use the project to better develop your ecosystem within your chosen sector.”

Fiona Disegni, Founder, Rentez-Vous



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Case studies were generated as a result of pilots carried out for REBus by WRAP or RWS and the named organisations from 2013 to 2016.

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