

Fashion rentals: The Fashion Monitor.

A unique insight for brands: fashion rental as a businesscase

We believe in **product as a service**. Rental models have the future, as big players like Filippa K, Gianni and Rent the Runway are embracing.

Within this 'monitor' we provide you as a brand the **opportunity** to experience what the rental model can do for you. Without the hassle of setting up a pilot yourself, because we take care of **everything**. The only thing we need from you is a selection of your garments.



Why you should join?

For this one time we offer this service **free** of charge. The complete administration, logistics and customer base is taken care of by **LENA the fashion library** in Amsterdam. And they have spent the past years as pioneer researching the best ways to do so.

You get first hand **insights** in the collected **data** like customer insights, knowledge on products (quality, repairs etc), borrowing information and insights on possible revenue streams from this model.



What we offer.

Participation in the pilot offering you two major benefits:

1. Explore if the rental model is the way forward for your brand, without the hassle of setting up a whole system yourself.
2. Pilot the 'monitor' software tool for free and explore the chances and possibilities it has to offer you.

For this pilot we collaborate with LENA the fashion library. The first fashion rental concept in the Netherlands, started 6 years ago. Through pioneering and experimenting with multiple models, they gained valuable insight in the rental business, they want to share with you during this program, as one of their key drivers is to get more brands introduced in rental business.

'There is nothing more powerful than an idea whose time has come'



What we need from you.

Depending on your company size you deliver an agreed amount of garments, suiting LENA's guidelines, as they will be rented out through their platform.

Small: 5 styles X 5 pieces
Medium: 10 styles X 5 pieces
Large: 20 styles X 5 pieces

The 'monitor tool' is ready for uploading collections starting mid **December**. Your personal environment, which gives you all time **access** to your data, allows you to follow all garments for the following months, up to 1 year after we start. There will be moment for **evaluation** and opportunities for feedback throughout the program.

More info or want to sign up?

Email: Suzanne Smulders (suzanne@june.amsterdam) or Rinske van Noortwijk (noortwijk@greenwish.nl)