

CIRCULAR ECONOMY SNAPSHOT: RENT FROCK REPEAT



Canada united in the achievement of zero waste, now and for future generations

GENERAL INFORMATION

- Founded in 2010
- Fashion and textiles sector
- On-line with store front in Toronto
- www.rentfrockrepeat.com

RENT FROCK REPEAT

Rent frock Repeat is a Toronto-based online dress rental service that ships across Canada via Canada Post. The company offers members designer dress rentals through its e-commerce site as an alternative to purchasing expensive dresses that are rarely used. The company shops for the best designer dresses from around the world, visiting top fashion shows and showrooms, and then makes the dresses available for a fraction of the retail price. Customers save time, money and space and look fabulous at their events.

The owners were initially inspired by a US dress rental service that didn't deliver to Canada. They founded the company in 2010 with a vision to disrupt the retail norm with their collaborative consumption and comparatively low-carbon business. Their target market is socially conscious women who often attend special events, such as weddings, cocktail parties, and corporate events as well as community functions, and fundraisers. The idea being that the customers would have more money to donate to charity by renting instead of buying their dresses. Seeking to match the generosity of their community-minded customers, they have committed to donate 10% of the profits from the dress rental to the charity their customers were supporting in a service called "Rent the Dress, Donate the Rest". And they don't stop there. Rent frock Repeat also provides internships for young Canadians looking to get into the fashion industry, and partners with Canadian designers to help them get the exposure they are looking for.

Technology makes the business possible and attention to their customers' needs make it popular. Over 57,000 on-line users browse the company's website for the perfect dress for their big night out. To help customers find the perfect dress on-line the company includes styling tips for a variety



of occasions and body types. They have all sizes from 0-24 and customers can rent a second size for only \$10 to ensure fit. Members also have access to private fitting appointments in the Toronto and Ottawa areas, private parties and phone or Skype consultations.

Product as a Service: An alternative to "buy and own" this model promotes access over ownership, which is retained by the company. This internalizes benefits of circular resource activity by shifting incentives for product durability and upgradeability from volume to performance based.¹

¹ Accenture. (2014) Circular Advantage: Innovative Business Models and Technologies to Create Value in a World without Limits to Growth.

The business model has really struck a chord with customers and investors. Rent frock Repeat raised \$1.15 million from two Ottawa-based angel investors in November 2014. A wise investment when you consider that it is estimated that 40% of Canadians are sharers and predict that the Sharing Economy is expected to double in the next year; Companies that embrace sharing will win loyal customer and increase market share (Visioncritical, 2014). The angel investor funding allows Rent Frock Repeat to respond the growing popularity of dress rentals in Canada by opening up new storefronts. RfR is scheduled to open its Ottawa store in summer 2015 and plans to open a store in Calgary as well.



REFERENCES

www.rentfrockrepeat.com

CBC National (2014) Economy Sharing – Interview with Kristy Wieber (Interview Jun 17)

CBC (2014) Call of the Day: Sharing Economy Creates Opportunities (Interview Oct 27)

Financial Post (2014) Toronto-based dress rental startup Rent frock Repeat raises \$1.15-million in female-led funding round



Developed by the National Zero Waste Council in collaboration with the Ministry of Environment.

www.nzwc.ca | [@nzwcouncil](https://twitter.com/nzwcouncil)