

APPAREL AND ACCESSORIES

Armarium responds to luxury shopping behavior with Net-A-Porter partnership

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Image courtesy of Armarium

By STAFF REPORTS

Armarium and Net-A-Porter are teaming up to bridge the gap between borrowing and investing.

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The recently launched digital service that lets members borrow high-end fashions is now enabling its users to also purchase full-price apparel and accessories directly from Net-A-Porter to complete their look. For luxury shoppers, this partnership lets them add key pieces to their wardrobe more permanently while also participating in trends through loaned garments.

Rent or buy

Armarium launched earlier this year with a Web site and corresponding mobile app ([see story](#)). While the mobile app was originally the sole point of transaction, with the Web site serving as a platform for inspiration, the Web site now features the same ordering functions.

Once users have signed up, they have access to a rotating, curated selection of ready-to-wear from brands such as Emilio Pucci, Jimmy Choo and Ferragamo, which they can borrow for a four-day period. Armarium's lending is designed to combat the problem of the one-use garment.

Now, Armarium is fleshing out its avant-garde fashions with help from Net-A-Porter, linking directly to an edit of items on the retailer's ecommerce site. For instance, an Armarium client might rent a statement jacket and complete her ensemble with a tailored trouser from Net-A-Porter that she can wear for years.

The Net-A-Porter selection on Armarium was picked by members of its Style Brigade, a group of 35 stylists including Cristina Ehrlich and Natalie Joos that members can hire to help them.



Armarium showroom

"We're excited about this next chapter for Armarium," said Trisha Gregory, co-founder and CEO of Armarium. "The Net-A-Porter partnership reinforces the industry support and shows that the shared economy and full retail ecommerce businesses can work to complement each other providing a unique styling service for our clients and incorporating a new way to shop' - mixing high and low and bought and borrowed pieces."

While it may seem counterintuitive, other full-price brands have linked with rental services.

Footwear label Stuart Weitzman has teamed up with designer borrowing service Rent the Runway for its 2014 spring look book.

Stuart Weitzman is the sole shoe brand featured in the outfits shown on the service's Web site, giving the label a monopoly on consumer attention during the browsing process. Even though Rent the Runway specializes in off-price renting of garments, Stuart Weitzman may see a bump in full-price sales from the links to its ecommerce site within the style feature ([see story](#)).

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