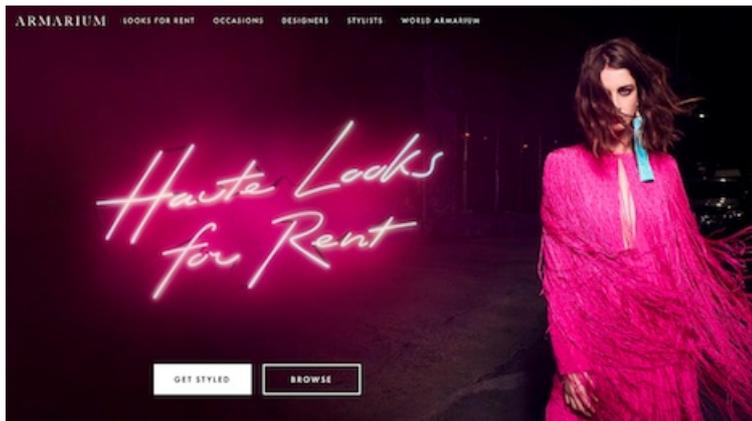


APPAREL AND ACCESSORIES

## Armarium recreates high-end customer service on digital portal

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Armarium's updated rental portal online. Image credit: Armarium

By BRIELLE JAEKEL

Apparel and accessories rental service Armarium is investing in new high-end digital initiatives to better connect with luxury consumers via tailored experiences and refined customer service.

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Due to the challenges of today's retail landscape, luxury marketers have to reach consumers in a manner that is both unique and engaging, while also bringing a high-end experience to omnichannel platforms. Armarium, backed by Net-A-Porter, Kirna Zabete, Browns and Capitol, has added interactive and tailored experiences to its digital portal to bring a luxury experience to the online world.

"This is the first time that styling has been scaled via a personalized format with this look book offering - looks to rent with looks to buy," said Trisha Gregory, founder of **Armarium**, New York.

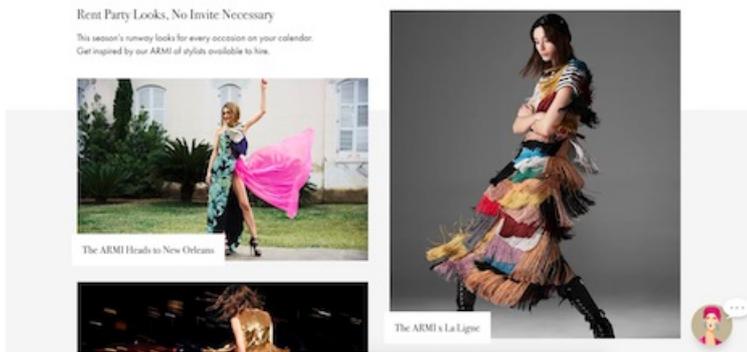
"The look books via the Armibot also offers many women across the globe access to the elite Style Brigade - celebrity and editorial stylists who have never been this attainable to the public ever before," she said.

### Innovation in luxury

Luxury brands and retailers have faced a number of obstacles as the digital world gained hold of consumer behavior. Now, marketers are required to offer extremely high-end experiences to keep up luxury appearances.

Consumers are shifting the manner in which they shop, and are more interested in experience rather than tangible goods. Also, luxury itself is now more democratized and is not limited to those in the affluent realm.

These factors have fostered a rise in luxury rental services such as Armarium.



### *Armarium's rental Web site*

Armarium recently updated its portal to better provide innovative and intuitive experiences through its digital services. The rental portal now includes the Armibot, a chat service that can create a look book tailored to individual users.

Brands such as Jimmy Choo, Missoni, Emilio Pucci, Nina Ricci and Marc Jacobs are just a few of the high-end labels featured within Armarium.

Users can rent looks for a special occasion through Armarium, but its update and Armibot launch take the work out of browsing.

The Armibot asks users a series of questions related to finding an outfit such as their favorite designers, the type of event they are attending, their body type, features they want to accentuate and more.

A

ARMIBOT



Before I connect you with a stylist and get you looking your absolute best, I have some questions for you.

I know what you're thinking...



Rest assured, this is a one-time thing and will only take a minute. Once a few questions are answered, a hand selected stylist will email your personalized lookbook within 24 hours, or book you an appointment in our showroom. Sound good?

YES

NO

### *Armarium's Armibot*

Consumers can either choose a special stylist for a fee or a free in-house stylist through Armarium. The stylists will work with users to create the perfect look book, tailored to their exact needs.

Armarium will also be working with other ecommerce outlets to include integrated suggestions. The Complete the Look option will provide online shoppers with looks from Armarium that will complement what they are browsing.

The Armibot will also make an appearance in stores, where sales associates will have access to the look book and Armarium inventory to bring Complete the Look to bricks-and-mortar.

Additionally, Armarium will feature new editorial content to mix entertainment with retail, as well as launch pop-ups and events.

### Luxury rental

Rental services such as Armarium are becoming more popular in today's retail climate.

For instance, department store chain Nordstrom became one of the high-end retailers to turn to rental services, as the industry moves toward temporary solutions to appeal to the new consumer.

Nordstrom partnered with online tuxedo rental service The Black Tux to give the digital-only shop a bricks-and-mortar presence ([see more](#)).

Also, online fashion rental service Rent the Runway recently built on its organic growth with its first brand campaign.

Since its founding in 2009, Rent the Runway has grown mostly thanks to word of mouth. Now, the service is looking

to inspire consumers to join its answer to the fashion sharing economy through a national campaign ([see more](#)).

These rental services can greatly benefit brands who partner.

"Armarium offers the best edit of high-fashion looks, but we realize we don't have everything," Armarium's Ms. Gregory said "That's why Armarium sources finishing pieces for the client's looks from our favorite retailers, driving our clients to full-price sales to complete the look.

"Now we will help them complete their look in the most seamless way, via the Armibot," she said. "Once they receive their look book, it will be complete with ARMI options to rent alongside the best edit of what to buy from retailers such as Kirna Zabete, Capitol, Copious Row, 20Twelve, Net-A-Porter, etc.

"In addition, the look book access will also be given to sales associates to further service their existing clients who might be looking for an evening or cocktail style in which they don't have. The Armarium inventory will serve as more inventory in the cloud' for the sales associates to style them in, complete with items to buy to complete the look."

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