

APPAREL AND ACCESSORIES

Fashion rental start-ups Flont, Armarium partner for Hollywood pop-up shop

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Flont's business model lets customers rent and return or buy fine jewelry. Image credit: Flont

By STAFF REPORTS

Jewelry rental service Flont is partnering with fashion rental service Armarium for a new pop-up experience called The Salon.

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The two companies share a business model and philosophy, which they will bring together for a limited-time in-store experience that allows customers to rent apparel and jewelry. Increasingly, online-only fashion startups have begun to create their own pop-up physical experiences to give customers the in-store feeling that cannot be replicated online.

Fashion-as-a-service

After raising \$5 million in capital funding late last year, Flont has been hard at work expanding its unique jewelry-as-a-service concept, giving customers more ways to find and rent the perfect luxury jewelry for a limited time.

Now, the company is taking its rental service out into the physical world with the opening of a pop-up shop called The Salon. The pop-up experience is being created in collaboration with Armarium, a similar rental service company but for luxury fashion.

Running until Mar. 9, the pop-up shop will feature a selection of apparel and jewelry from both start-ups.

The Salon is being held in West Hollywood, CA, featuring products from brands who have just joined Armarium's roster, such as Sally Lapointe, Paco Rabanne, Mary Katrantzou and Alexandre Vauthier, along with brands they have already worked with such as Naeem Kahn, Jason Wu and Jimmy Choo.



Inside the pop-up. Image courtesy of Flont

The sharing economy has disrupted industries far and wide, from taxi services to fashion.

Flont is seeking to bring some of that same level of innovation and disruption to the fine jewelry industry with its "jewelry as a service" business model.

Instead of purchasing pieces individually, Flont allows customers to sign up for a rolling collection of high-end jewelry pieces that they can rent for a time before returning.

Since its launch in October of 2016, the company has experienced 100 percent monthly growth rates, signaling a compelling desire for this type of service among jewelry connoisseurs ([see story](#)).

The Salon will allow Flont and Armarium to take their sharing economy-inspired business model directly to the consumer with a physical experience that will drive up foot traffic and awareness of both the rental services and the associated brands.

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