

APPAREL AND ACCESSORIES

## Armarium brings fashion rentals to Cadillac House

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*Armarium's pop-up is focused on festive attire. Image credit: Armarium*

By STAFF REPORTS

Fashion rental platform Armarium is popping up at the Cadillac House Retail Lab this holiday season to help consumers get party ready.

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Dubbed Haute Holidays, the temporary store stocks pieces from brands including Marc Jacobs, Jason Wu and Thom Browne. While primarily an online destination for short-term fashion solutions, Armarium has branched into physical retail with pop-up experiences surrounding special occasions.

"Women are increasingly using rental to access exquisite fashion, and the holiday season is the perfect time to use Armarium's rental and styling service to create unforgettable looks," said Trisha Gregory, CEO and cofounder of Armarium, in a statement.

### Party pop-up

The Council of Fashion Designers of America partnered with Cadillac in 2016 to launch a program for up-and-coming labels.

Through the Cadillac funded Retail Lab, emerging designers have the opportunity to set up shops in a store located on the ground floor of the automaker's headquarters in New York ([see story](#)).

As a rental service, Armarium's pop-up marks a new concept for the Retail Lab. Armarium is also differentiated from previous partners since it is a multi-brand retailer rather than a single label.

Included within the space are apparel and accessories, including cocktail dresses, jumpsuits, evening gowns, handbags and shoes.

"We're pleased to conclude our Retail Lab year at Cadillac House by introducing a new concept to the space," said Steven Kolb, president and CEO of the CFDA, in a statement. "Armarium offers a great rental experience that allows many customers to experience luxury brands for the first time while providing CFDA members with ways to engage with new clients in time for the holiday season."



*Armarium's store at the Retail Lab. Image credit: CFDA*

The pop-up will be open through Dec. 23.

Earlier this year, Armarium partnered with jewelry rental service Flont for a new pop-up experience called The Salon.

The Los Angeles boutique was timed to coincide with the award season, when gowns and jewelry are in high demand.

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 ([see story](#)).