

APPAREL AND ACCESSORIES

Armarium brings eco-glamour to red carpet

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Armarium pop-up shop focuses on sustainability. Image credit: Armarium

By STAFF REPORTS

Fashion rental platform Armarium is channeling its sustainability leanings into a physical shop for awards season.

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Armarium is launching a pop-up shop this February in Los Angeles, providing guests with editorial stylings and designer rentals. Sustainable consultancy firm Eco-Age is supporting the pop-up, which joins the Green Carpet Challenge, a movement encouraging celebrities to take to the awards season with sustainable fashion.

Sustainable fashion

Emma Watson, Gisele Bundchen, Viola Davis, Meryl Streep, Cameron Diaz, Bradley Cooper, Emily Blunt, John Krasinski and Cate Blanchett are a few of the celebrities participating in the Green Carpet Challenge. Taking this celebrity movement to retail, Armarium is opening a pop-up shop devoted to green attire.

Holding space on Melrose Avenue from Feb. 1 to Feb. 25, the shop is open from 10 a.m. to 6 p.m.

Guests will not only be able to rent items from designers including Ronald Van Der Kemp, Marni and Christopher Kane, but Glamsquad will also provide beauty services.

Erin Walsh and Micaela Erlanger from Armarium's Style Brigade, a group of stylists, will also be on-site for expert advice. For styling sessions, customers will have to book ahead of time, but consumers are free to explore the shop itself.

Christopher Guy home furnishings are featured on-site for customers to test out or purchase.

A variety of events and talks held in the pop-up shop will focus on sustainability in fashion. To attend, guests must book ahead of time.



Armarium's pop-up on Melrose. Image credit: Armarium

“We have worked to create an experience for our consumer that gives them full access to a luxury fashion experience that is ethical and affordable,” said Trisha Gregory, founder and CEO of Armarium, in a statement. “Our goal is to show consumers that style doesn’t have to be sacrificed for ethical practices, which we will do with the help of our stylists and celebrity participants.”

Armarium previously popped up at the Cadillac House Retail Lab this past holiday season to help consumers get party ready.

Dubbed Haute Holidays, the temporary store stocked 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 ([see story](#)).

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