

APPAREL AND ACCESSORIES

## Rent the Runway extends sharing economy vision to childrenswear

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*Rent the Runway has branched into childrenswear. Image courtesy of Rent the Runway*

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By STAFF REPORTS

Rental service Rent the Runway is expanding its customer base with the upcoming launch of childrenswear, enabling parents to borrow fashions from luxury brands such as Fendi and Stella McCartney.

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Since its founding, Rent the Runway has moved from an occasion-driven platform to a closet alternative, lending everyday fashions to consumers who want flexibility with their fashion. After recently expanding into home goods, the brand is evolving further with the addition of child-sized fashions, tapping into the booming children's apparel market.

Mommy and me

Rent the Runway's new service is aimed at the "littlest fashionistas." On offer are designs from Little Marc Jacobs, Marni and Chlo, among other brands.

At launch, the offering is geared towards girls' sizes 3Y to 10/12Y.

This is positioned as an extended service for existing monthly Unlimited or Update members. Consumers will now be able to add more than four items to their subscription selections, allowing moms to also receive a look for their mini-mes.



*Rent the Runway is encouraging mommy and me dressing. Image courtesy of Rent the Runway*

Beyond childrenswear, Rent the Runway is giving women the option to borrow more items at a time via updates to its subscription plans. For Unlimited members, each additional spot will cost \$39, while Update members will pay \$25 to borrow each additional piece.

Childrenswear will also be available for rent via Reserve for four or eight days.

As children's power as purchase influencers blossoms, a growing number of luxury brands are offering family-friendly experiences and goods to capitalize on affluent parents' desire to spoil their kids.

Across sectors, including automotive, hospitality and apparel, there is untapped potential to appeal to affluents and their children, who represent future generations of luxury consumers. Through creative campaigns and activations, brands work to keep the focus on children while actively targeting parents' wallets ([see story](#)).

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