

TRAVEL AND HOSPITALITY

## Hotel adds luxury handbags to amenities

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*Vivrelle is bringing handbag rentals to SLS South Beach. Image courtesy of Vivrelle*

By STAFF REPORTS

SLS South Beach in Miami is embracing the sharing economy by offering its guests access to handbags from brands such as Chanel and Louis Vuitton through a partnership with membership platform Vivrelle.

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The property is launching a new complimentary service that will enable guests to borrow daytime and evening bags. Reflective of the growing consumer interest in fashion rentals, this also serves as an amenity, allowing consumers to pack less or experiment with a new style while away from home.

"SLS South Beach understands that when it comes to choosing a hotel there are so many choices in Miami, and we are so grateful to our guests for choosing us," said Simon Sorpresi, complex managing director at SLS South Beach, in a statement. "We at SLS South Beach love to celebrate our fun and fabulous entrepreneurial spirit and what better way than this first-of-its-kind partnership with Vivrelle.

"We hope this exclusive and unique experience for our guests, offering them a luxurious designer handbag as an amenity for the evening, will express how much we appreciate them," he said. "And of course we look forward to many return visits Vivrelle after all has such an incredible variety of designers that you'll have to come back to experience them all."

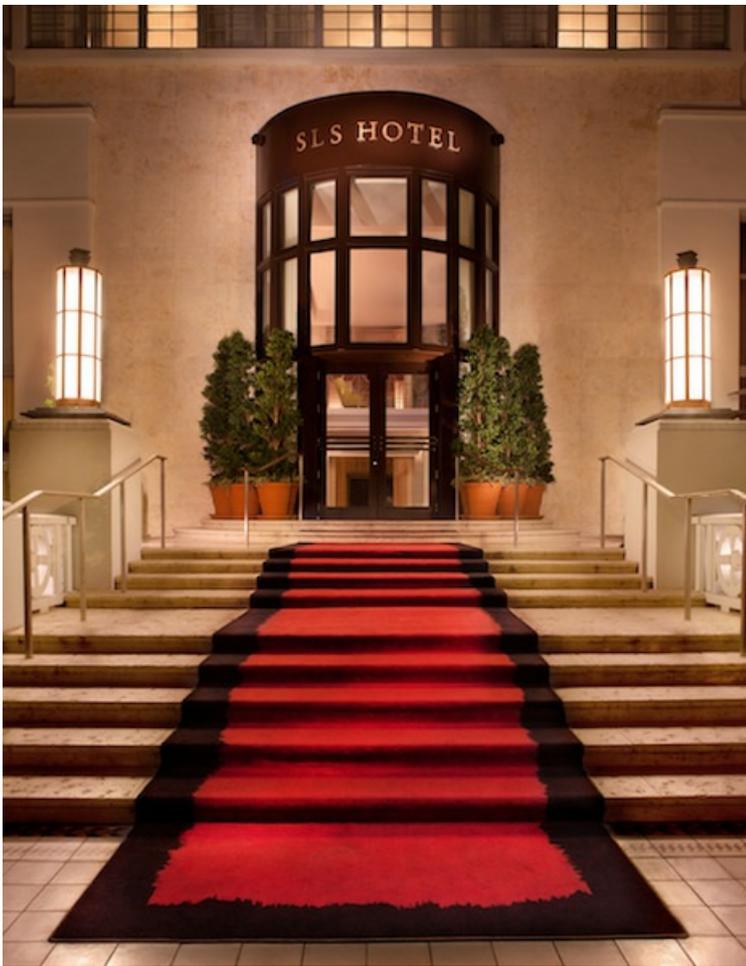
### Fashion amenity

Vivrelle is a membership club that lets consumers borrow accessories such as handbags and jewelry for as long as they want for a set monthly fee. Membership ranges from \$99 to \$279 a month.

Now, the service is expanding to SLS South Beach. Vivrelle's handbags from labels such as Givenchy and Gucci will be accessible on a first-come, first-serve basis to guests.

"We founded Vivrelle with a mission to deliver affordability, accessibility and sustainability to our members," said Blake Geffen, cofounder of Vivrelle, in a statement. "Our partnership with sbe and SLS South Beach does just that by bringing both an elevated experience and convenience to their guests at no additional cost.

"SLS South Beach is an amazing luxury vacation getaway one of our favorites and Vivrelle is the perfect addition to their already incredible and unparalleled amenities," he said.



*SLS South Beach. Image courtesy of Vivelle*

As part of the partnership, SLS South Beach will also be giving Vivelle members special booking rates.

Consumers are increasingly opting for renting rather than owning goods.

As consumers turn to alternative forms of ownership for economic or environmental reasons, a new service aims to expand women's closets by opening up peer-to-peer fashion lending.

Tulerie, launching Oct. 16, offers a community of vetted members the chance to borrow high-end designer goods from each other, giving women the chance to briefly use a garment or pair of shoes for a special event or recoup some of what they spent on a luxury purchase by renting it out. Fashion is one of the most polluting industries, exacerbated by the availability of fast-fashion, creating a rising demand for services that allow women to more easily invest in clothing with longer lifespans ([see story](#)).

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