

APPAREL AND ACCESSORIES

Nordstrom, Rent the Runway seek more convenience for rental customers

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Rent the Runway and other disruptors are changing the fashion game. Image credit: Rent the Runway

By STAFF REPORTS

Department store chain Nordstrom and platform Rent the Runway are working together to make apparel rentals more convenient for customers.

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Nordstrom is fitting four of its Los Angeles stores with drop-off boxes that allow Rent the Runway customers to drop off rentals for return. Rent the Runway explained that Los Angeles is its fourth largest market, with a high density of customers in a smaller space.

Nordstrom x Rent the Runway

Rent the Runway drop-off boxes will be available at three of Nordstrom's Local concept stores in West Hollywood, Brentwood and Downtown and its traditional department store in Los Angeles.

For the rental platform, the benefits of the partnership mean an easier experience for customers. For Nordstrom, this could mean potential added sales by bringing consumers in stores, where they can browse and complete impulse purchases or interact with personal stylists.

Nordstrom's Local concept focuses on a smaller, more curated experience for customers closer to residential areas.



Nordstrom Local. Image credit: Nordstrom

"We're excited to see the amount of customers that end up using the service with Rent the Runway as well as the customers we're able to introduce into our service programs like styling," said Shea Jensen, senior vice president of customer experience at Nordstrom, in a statement to Reuters. "Rent the Runway obviously serves a growing customer base."

Rent the Runway recently expanded its customer base with the launch of childrenswear, enabling parents to borrow fashions from luxury brands such as Fendi and Stella McCartney.

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 ([see story](#)).

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