

APPAREL AND ACCESSORIES

## Nordstrom further commits to rental fashion with new Rent the Runway deal

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*Nordstrom's New York flagship is designed so that each floor is a display window. Image courtesy of Nordstrom*

By STAFF REPORTS

Department store chain Nordstrom is digging deeper into the circular economy with the expansion of its partnership with Rent the Runway for more drop-off locations across its network.

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The deal will also make Nordstrom the latest partner of Rent the Runway to contribute inventory. The enhanced partnership goes into effect Nov. 18 and comes more than a month after Rent the Runway ran into glitches with its system.

"We've received great feedback from our customers about the convenience of the Rent the Runway Drop-Off Boxes in our Los Angeles area Nordstrom locations and are excited to offer the service to customers in cities like San Francisco, Chicago, Dallas and more," said Jamie Nordstrom, president of Nordstrom stores, in a statement.

In the box

The initiative takes the RTR Drop-Off Box Network from five to 29 Nordstrom stores across the United States.

The expanded Rent the Runway drop-off boxes in Nordstrom stores will let customers return their rentals.

Founded in 2009 by Jenn Hyman, **Rent the Runway** is disrupting the \$2.4 trillion global fashion business by allowing consumers to rent apparel as opposed to buying.

The New York-based company has five stores of its own and employs 1,800 people, most of them women.

These Rent the Runway customers will also be able to access Nordstrom services such as styling and gift-wrapping just in time for the holidays.

**Nordstrom** and Rent the Runway will study their customers' shopping experience to create exclusive product for both purchase and rental.

"As our business has grown, we've seen unparalleled demand for physical experiences including the convenience of drop-off boxes," Ms. Hyman said in a statement.



*For the first time ever, Rent the Runway will let consumers subscribe to its Unlimited option and get their first three months' rentals for \$119 per month, a saving of up to \$120. Image credit: Rent the Runway*

The Nordstrom deal is an acknowledgment that bricks-and-mortar retail is a key complement to mobile app- or ecommerce-based transacting and shopping.

An online-offline alliance on similar symbiotic lines in the United Kingdom shows the convenience that bricks-and-mortar offers in retail.

Resale platform Vestiaire Collective Oct. 30 opened its first permanent boutique at British department store chain Selfridges' flagship store on Oxford Street in London, planting a post for the fast-developing circular economy in fashion.

The move came after a two-week pop-up experience last year with clothes drop-off within the same Selfridges store. It was 10 years to the date of Vestiaire's founding as a source for consumers to buy and sell pre-owned apparel and accessories ([see story](#)).

Given the state of retail consumers are rapidly shifting their research and shopping online and to mobile, with convenience, rental, sustainability and aligned values as added attractions it is no surprise to see major department store chains worldwide ink partnerships or introduce more experiential offerings.

Nordstrom, for example, opened a new flagship in New York near Central Park. The store's design aesthetic and offerings are meant to go above and beyond a typical department store ([see story](#)).

It has been widely reported that Nordstrom intends to commit \$500 million to its bricks-and-mortar development.

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