

APPAREL AND ACCESSORIES

Rent the Runway partners with Marriott's W chain for customized travel wardrobe service

December 5, 2019



Pack only the skis for W Aspen: Rent the Runway x W Hotels. Image credit: Rent the Runway

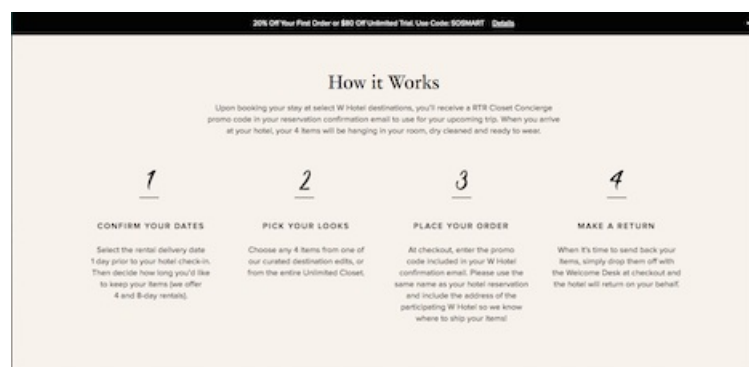
By STAFF REPORTS

Rent the Runway has partnered with Marriott International's W hotel brand to launch its closet concierge service that lets guests choose outfits for their stay without packing them.

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Guests of W hotels in Aspen, CO; South Beach, FL; Washington; and Hollywood, CA, will have access to four styles to rent from their stay in these properties. The garments will be **waiting for guests** in their hotel room.

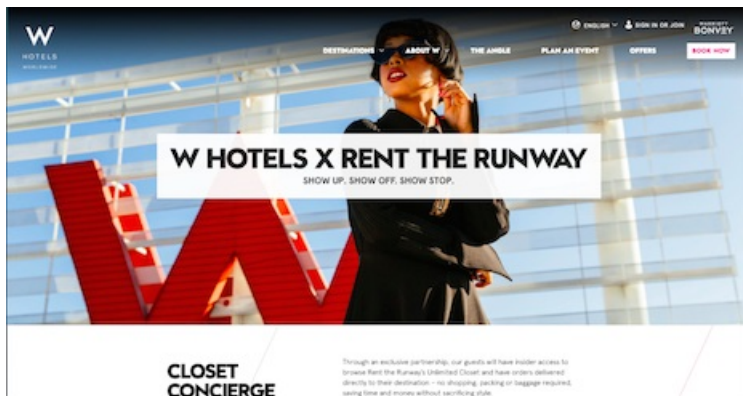
"Skipping the packing process is a whole new level of luxury for our guests and is yet another surprising way continue to reinvent hospitality," said Anthony Ingham, global brand leader at W Hotels, in a statement.



Rent the Runway x W Hotels: How it works. Image credit: Rent the Runway

Pack real light

The cost for access to **Rent the Runway's** Unlimited Closet is \$69 for the service.



Mariott's W chain is promoting the Rent the Runway service to customers and prospects as it seeks to differentiate itself from rival hotels with value-added services. Image credit: Mariott's W

Guests can also select from a destination-ready assortment tailored to each unique W hotel location incorporating Rent the Runway's proprietary data on trending colors, designers, silhouettes and the climate of each location, the apparel rental company said.

To return, guests drop-off the items at the W reception desk at checkout.

"Traveling without luggage has always been my dream," said Jennifer Hyman, cofounder/CEO of Rent the Runway, in a statement.

"We are thrilled to partner with W Hotels to bring the RTR Closet Concierge to life, so travelers can simply show up and have their dream closet waiting for them in their hotel room," she said.

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