

APPAREL AND ACCESSORIES

Ralph Lauren launches subscription service

March 2, 2021



The Lauren Look is available for a flat monthly fee. Image credit: Ralph Lauren

By LUXURY DAILY NEWS SERVICE

U.S. fashion group Ralph Lauren Corporation is starting a subscription rental service as it looks to adapt with evolving consumer behavior.

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Launching with the Lauren Ralph Lauren brand, "The Lauren Look" allows members to create a rotating wardrobe of dresses, pants, tops and more. The brand also hopes to promote circularity and gain more insights into shoppers' preferences through the service.

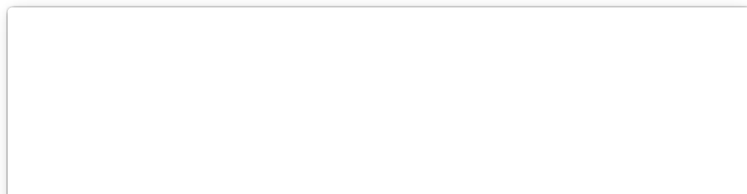
"The Lauren Look allows us to explore an entirely new model tapping into the growing focus on the sharing economy and revolutionizing how we look at fashion consumption," said David Lauren, chief innovation and branding officer at Ralph Lauren, in a statement. "Launching with Lauren, our most widely distributed and accessible brand, is a testament to the growth we see in this space and will help us further anticipate the evolving needs and makeup of our consumers' future closet."

Ralph Lauren rentals

The Lauren Look launched on March 2 and is available exclusively in North America. The subscription service begins at \$125 a month.

To start, shoppers add at least 10 items to their closet, though the brand recommends maintaining at least 24 pieces in their closet. The selection is meant to be size inclusive, with pieces available up to a size 24W or 16P for petite sizing.

Four items are shipped at a time and members can prioritize specific pieces for a small rushing fee. Once a shopper is ready for their next box, they can return all of their current items using the provided prepaid envelope or purchase any favorites at a member-only discount.



[View this post on Instagram](#)

A post shared by Lauren Ralph Lauren (@laurenralphlauren)

Lauren Look members rent four pieces at a time

Members can enjoy unlimited monthly box exchanges and free shipping. The brand also dry cleans every piece once it is returned.

The subscription service also aims to reduce clothing waste by extending the lifespan of pieces that shoppers may have only worn a few times after purchasing. After clothing reaches a rental cap, it will be donated to the nonprofit Delivering Good.

"Consumers today are taking a different approach to experiencing brands and building their wardrobes," said Patrice Louvet, president and CEO at Ralph Lauren, in a statement. "The closet of the future will include a mix of new seasonal fashion, unique customized pieces and wardrobe staples, alongside pre-owned and rented clothing.

"With our timeless aesthetic, we are incredibly well-positioned to play across each of these categories," he said.

Retailers have been experimenting with subscription and rental services for some time, but Ralph Lauren is among the first premium brands to launch its own model.

Last year, British department store chain Selfridges introduced a rental service through Hurr Collective. Shoppers are able to rent pieces from brands including Zimmermann, Cecilie Bahnsen and Emilia Wickstead for 4, 8, 10 or 20 days ([see story](#)).

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