

RETAIL

Harrods launches rental service

July 8, 2021



Harrods partnered with rental platform My Wardrobe HQ. Image credit: Harrods

By LUXURY DAILY NEWS SERVICE

British department store Harrods is getting into the circular fashion game with its new Rental Edit in partnership with luxury rental platform [My Wardrobe HQ](#).

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My Wardrobe HQ is a social shopping platform with sustainability at its core, allowing users to rent and monetize their wardrobes while contributing to a circular economy. Now, for the first time, U.K. customers can rent a curated selection of Harrods designers through the My Wardrobe HQ platform.

Harrods Rental Edit

Harrods is hoping to solidify its place as an environmentally conscious company, incorporating sustainable practices into each part of its business, from waste management to innovative partnerships.

The retailer's strategy to a sustainable future is built on four pillars, each working towards a clear sustainability goal aligned to Harrods' people, products, partnerships and operations.

Initiatives under each pillar are closely aligned with the company's broader strategy and values, ensuring that a commitment to becoming sustainable and responsible is part of its fabric.



The resale and rental is starting to pick up speed as people look for more sustainable opportunities in fashion consumption. Image credit: Harrods

To celebrate the launch, My Wardrobe HQ opened a pop-up at the Harrods Knightsbridge store, and will continue offering the Harrods edit on its ecommerce platform.

Apparel and accessories are currently available for rent from 6 pounds per day to 92 pounds per day, or \$8.27 and \$126.81 at current exchange rate, respectively. Customers may also purchase pieces to own, and may resell on the platform if they choose.

Between the COVID-19 pandemic and various environmental crises, consumer interest in sustainable fashion consumption has dramatically evolved, launching the resale and rental market into hyperdrive.

What originated as hand-me-downs or thrift finds, secondhand fashion is now making waves within the luxury space as brands and retailers such as Kering, Gucci and Mytheresa invest in consignment and rental platforms.

Last week, French luxury company Kering expressed interest in the circular fashion space with an investment in luxury subscription handbag rental service Cocoon ([see story](#)).

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