

APPAREL AND ACCESSORIES

## Burberry enters rental game with My Wardrobe HQ

December 8, 2021



*Burberry is aiming to build a more sustainable future through its latest rental partnership. Image credit: My Wardrobe HQ*

---

By LUXURY DAILY NEWS SERVICE

British fashion house Burberry has joined the rental and resale market through a new partnership with luxury rental platform [My Wardrobe HQ](#).

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

My Wardrobe HQ allows users to rent and monetize their wardrobes while contributing to a circular economy. From handbags and scarves to accessories and Burberry's iconic trench coat, customers can now rent pieces starting at just under \$8 per day.

### Renting Burberry

**Burberry** is providing inventory, including handbags, coats and accessories which will be available to rent on My Wardrobe HQ for four, seven, 10 or 14 days at a time.

The majority of pieces have been provided by the brand, while additional items have been donated by clients and the My Wardrobe HQ community.

Daily rental prices range from \$8 to \$40 per day, or \$56 to \$280 weekly. If customers want to keep their rental items, they have the option to purchase them.



*Recycled polyester puffer jacket, available to rent for \$30 per day. Image credit: My Wardrobe HQ*

Through this partnership, Burberry will have the opportunity to tap new luxury consumers and provide more ways for existing consumers to engage with the brand ultimately fostering loyalty among its community.

While many luxury brands have dabbled in the consignment or resale space, including Burberry with its 2019 partnership with TheRealReal ([see story](#)), rental has not been as openly adopted. As a top luxury fashion house, Burberry's move marks a pivotal point in the sustainable fashion landscape.

The Burberry x My Wardrobe HQ partnership will also donate proceeds from rentals and purchases to nonprofit organization [Smart Works](#) as part of the greater movement toward inclusivity and circularity in fashion.

Rental seems to be hitting its stride in the U.K.

During the summer, British department chain Harrods launched a Rental Edit in partnership with My Wardrobe HQ, allowing customers to rent a curated selection of Harrods designers through the platform ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.