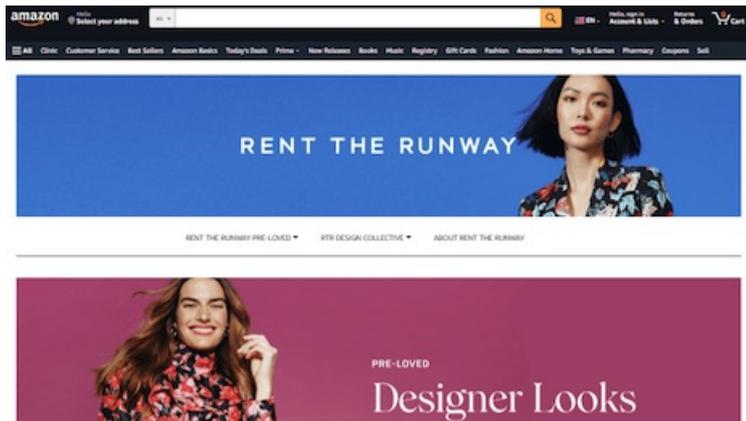


APPAREL AND ACCESSORIES

## Rent the Runway launches pre-loved listings on Amazon Fashion

January 17, 2023



*Rent the Runway x Amazon offers both secondhand and luxe options for consumers. Image credit: Rent the Runway*

By LUXURY DAILY NEWS SERVICE

Online fashion rental platform Rent the Runway is collaborating with Amazon Fashion, launching pre-loved and designer wares on the platform.

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The secondhand selection features an assortment of over 35 brands, with items totaling in the hundreds. On the other hand, the partnership's new **Design Collective** heightens exclusivity in options, offering customers a chance to shop limited collections.

"Collaborating with Amazon Fashion brings Rent the Runway incredible brand awareness," said Jenn Hyman, co-founder and CEO of **Rent the Runway**, in a statement.

"We believe strategic relationships like this can ignite a new engine of growth for our business," Ms. Hyman said. "They also showcase demand for our products beyond our community and allow more customers to experience exclusive data-driven fashion from our top design partners."

By design

Available only via Amazon Fashion and the Rent the Runway website, Design Collective will showcase the work of top industry talent.

The space will use data and insights from Rent the Runway to curate picks, enabling customers with a new designer-specific discovery tool.



*The partnership comes as Rent the Runway crafts new roles, supporting its ambitions for growth. Image credit: Rent the Runway*

The market introduction widens both second-hand and designer options available on the ecommerce giant's site, in a move that could allow users to dress according to aspiration in designer garments that align more closely with their values, and at a deep discount.

"At Amazon Fashion, we continually expand our assortment through strategic relationships with brands to inspire and delight our customers," said Muge Erdirik Dogan, president of Amazon Fashion, in a statement.

"Rent the Runway's collection continues to grow our offering in pre-loved and designer fashion."

This project comes as Rent the Runway announces new leadership shifts, with the creation of new positions intended to suit a changing market.

Previously serving as the chief supply chain officer, Brian Donato will step into the new role of chief revenue officer at the company. Reporting to current president and chief operating officer Anushka Salinas, the appointment is effective as of Jan. 16.

Mr. Donato will be in charge of Rent the Runway's expansion. He will lead marketing growth efforts, strategize revenue increases and specialize in creating an improved consumer experience.

In 2020, Mr. Donato joined the Rent the Runway team to take charge of its fulfillment operations, managing to cut costs by 16 percent from 2019 to the third quarter of 2022.

While serving in his previous position, Mr. Donato also integrated new technology into operations. The leader helped to develop the brand's at-home pickup initiative, further reducing Rent the Runway's expenses and lengthening the lifespan of its inventory.

Before his time at Rent the Runway, Mr. Donato was senior vice president of operations at Bowery Farming a name in vertical growing. He has also worked with Amazon in various positions across North America.



*Rent the Runway has collaborated many times with other brands, promoting pre-loved fashion. Image credit: Rent the Runway*

Additionally reporting to Mr. Salinas, Drew Rau is to take over as senior vice president of Rent the Runway's executive team, overseeing the sector's supply chain and inventory. Prior to the announcement, he was solely stationed as vice president, in charge of inventory performance. While his new position is active as of Jan. 16, he will retain both positions.

Mr. Rau was previously in charge of transportation, loss management, topology capacity management and planning. Prior to his tenure at Rent the Runway, he worked for Overstock, Bowery Farming and Amazon across planning and

operations.

The brand labels these shifts as part of an ongoing effort to boost growth and improve customer experience.

"I am thrilled to elevate Brian and Drew into new roles as we embark on what we believe will be a transformative year for Rent the Runway," said Jennifer Hyman, co-founder and CEO of Rent the Runway, in a statement.

"As exceptional leaders who operate with versatility, tenacity and unwavering focus on results, Brian and Drew are a testament to the caliber of talent we have on board at Rent the Runway."

Rent the Runway recently partnered with luxury brand Saks Off 5th in another secondhand-centric collaboration ([see story](#)).

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