

RENT THE RUNWAY INTRODUCES RENTALS FOR SOFT FURNISHINGS

By Livvy Houghton and Alex Hawkins

12 : 03 : 2019 Retail : Furniture : Fashion



New York – The clothing rental company has partnered with home retailer West Elm to make soft furnishings available as part of its subscription services.

From this summer, **Rent the Runway** (RTR) subscribers will be able to choose from 26 exclusive bundles of **West Elm** products. These bundles, which include decorative pillows, throws, quilts and coverlets made from materials such as organic cotton, velvet, hand-spun silk and Belgian flax linen, will be available as part of RTR's existing subscriptions.

The partnership marks the first time West Elm has made products available to rent, as well as the first time Rent the Runway has expanded its offerings beyond apparel and accessories.

With members able to keep items for any time period they choose, this rental model will provide subscribers with the flexibility to change elements of their home as often as they choose. 'We know that clothing is often a vehicle to help people feel confident and expressive, and this new partnership will unlock that feeling through home decor,' says Jennifer Hyman, co-founder and CEO of Rent the Runway. For more, read our **Furniture as a Service** microtrend.