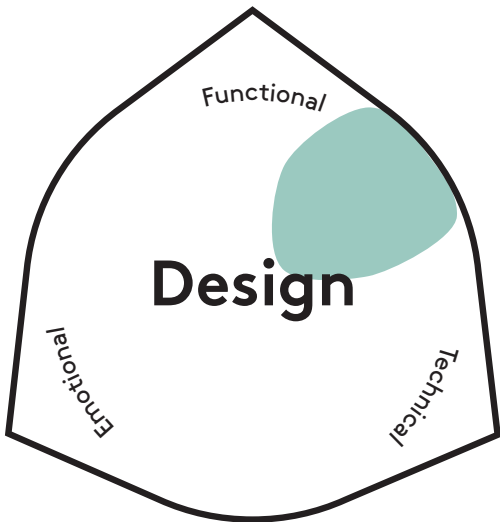


Rental Service



Rental Service

WHAT?

Re-use of products through rental services such as subscription services and leasing. Rental services as a concept is part of the sharing economy societal paradigm.

WHY?

Rental service models can minimise use of resources by potentially extending the product lifespan.

CHALLENGES

- Products should be designed for extensive use, which can be a design challenge.
- Users may not want to pay for used products.

EXAMPLES

- Rental services can offer complete solutions, like the subscription based baby clothing company **Vigga**.
- Rental services may provide single items such as designer bags from **rentabag.dk**.
- Belgian company **Mud Jeans** leases jeans made of organic and recycled cotton for a monthly fee.

THIS CARD LINKS TO

/ Formal Alteration and Modification / Maintenance

FURTHER READING

Fletcher & Grose (2012). **Fashion & Sustainability: Design for Change**. Laurence King Publishing, London / Petersen & Riisberg (in press). **Cultivating User-ship? Developing a circular system for the acquisition and use of baby clothing**. Fashion Practice / Schor & Fitzmaurice (2015). **Collaborating and connecting: the emergence of the sharing economy**. In: Reisch & Thøgersen (eds.). Handbook of Research on Sustainable Consumption, Edward Elgar Publishing, pp. 410-425.