



fadrent

fashion & design  
for everyone



Object: Presentation of Service of rent of clothes and complements.  
fadRent: Fashion & Design for everyone

Dear Sir / Madam

We hope that this presentation of our rental service for the fashion sector in Spain will result interesting. **fadRent** is emerging as a major player in the sector, thanks to its innovative proposal to rent fashion and accessories.

We believe that there is a market for this proposal. We believe that the tools we have developed are agile and facilitate the rental process for our customers. We believe that our management is transparent and efficient, and allows total supervision and control by our partners. We are prepared and have sufficient experience in the rental sector. We believe in our project.

We invite you to join us from the beginning. We want to know your opinion and have your brand as part of a project that we have been preparing for years. A project that we have developed with enthusiasm and desire, and that is close to seeing the light. The presence of your products in our catalog will undoubtedly make us better and more attractive to users.

We would like to count on your trust. You can participate through two formulas.

1) You can **leave us clothes in deposit** that we would include in our catalogue. Clothing can come from fashion shows, presentations, wardrobing or new clothes. The only requirement is that it has to be in perfect condition for its use.

2) Through **the sale of your brand products at wholesale price**, with the aim of incorporating them into our catalog, make them available for rent to individuals, companies and rental services, and then enable them for used clothes sale after the necessary rental cycles for renewal.

In any case, if you decide or not to participate in this project, we thank you for your interest, the time you have spent, and the comments and/or suggestions you want to make to improve our project and help make fadRent an essential reference in the fashion rental and design area.

Best regards

**Stephan Pollet**  
CEO  
fadRent



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# fashion & design FOR ALL

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A new concept in fashion consumption.  
**Rental of clothing and accessories.**

We provide access to creations of the most relevant brands and designers in the world at a reduced cost, allowing users to change their look in a simple way.

Want to know how?

We present  
**fadRent**

the best  
**brands**  
the latest  
**trends**

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INNOVATIVE SOLUTIONS  
**Fashion & Design**

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**fadrent.com**

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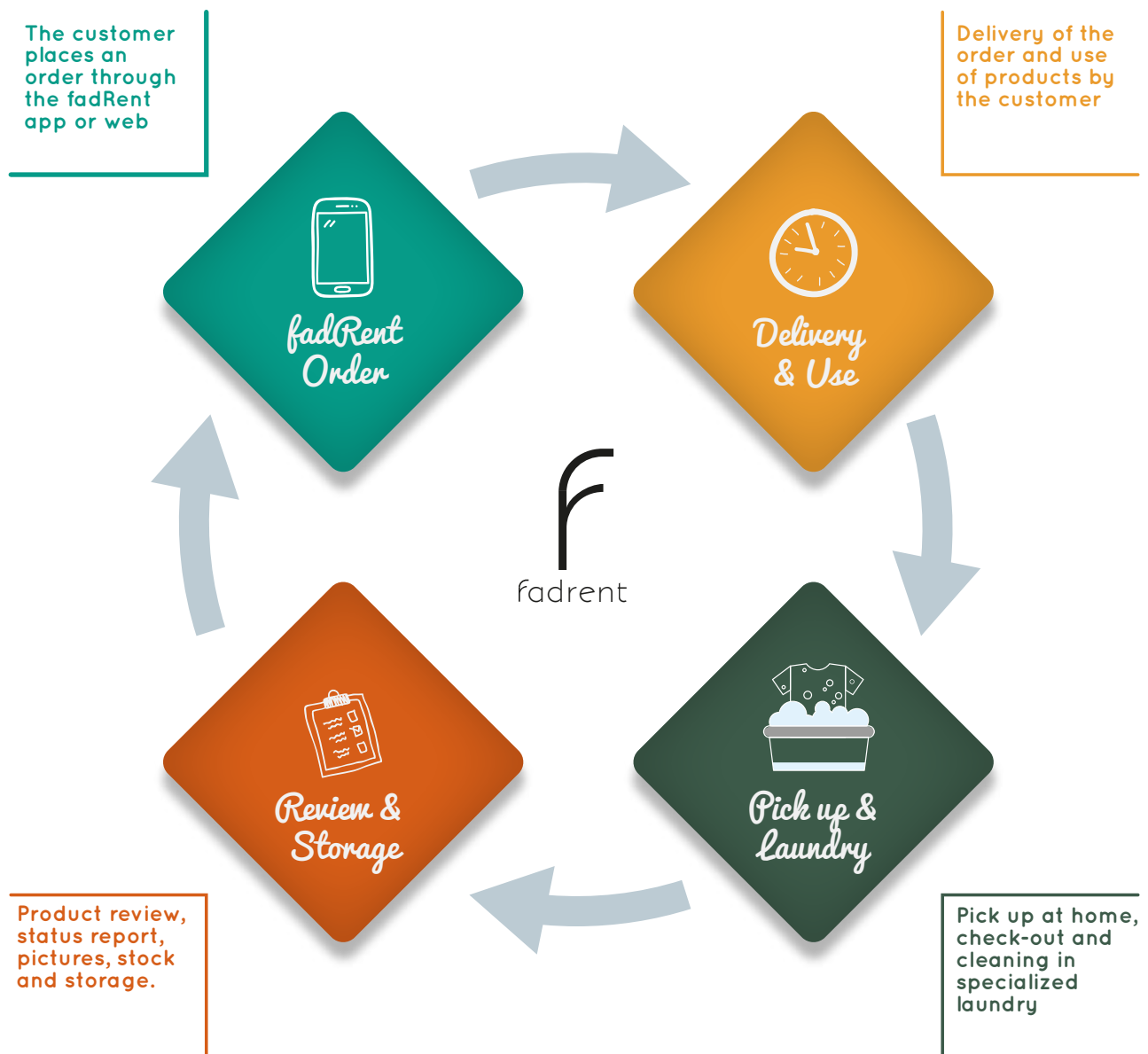
# ¿How it works?



We aim to create a collection of fashion and reference accessories, composed of a selection of garments and accessories that mixes consolidated and emerging brands, a careful selection designed to meet the needs of customers of all types, from individuals, stylists, rental services, studios and advertising agencies, etc. A collection certainly attractive, fresh and current.

We make available to our users vanguard technological tools , with leading technologies and a rental process designed to be simple and effective.

Access, choice of garments, delivery, use, collection, cleaning and arrangements, storage and status control



# Collection

The fadRent Collection will always be in trend. A fresh and current collection, which will permanently incorporate the latest news.

The target brands that fit our business model are medium / high level clothing such as Max Mara, Sandro, IRO, Sézane, Mickael Kors, Liujo, Elizabetta Franchi, Carolina Herrera, Ganni, Forever Unique. We want to stay away from cheaper brands like Zara, Mango and others.

In a first step we discard high range products, since it could be expensive for the average client. Brands like Chanel, Yves Saint Laurent, Dior, Gucci, Armani ... will be the next target to be incorporated, once the middle / high segment is consolidated.



## ALWAYS TRENDY

**fadRent** will offer a carefully chosen collection of clothing and accessories.

For this, we have designed a business model where the core business is the fashion rental, but used clothes sales are also a key point.

The used clothes sale will allow to renew the stock and always have articles in excellent condition. It is a key aspect to be able to always offer trendy clothing.

In order to establish the appropriate selling price, we will apply an automated used sales price, which will take into account the store public prices, and will apply a discount based on the number of rents and the condition of conservation of each garment.

The continuous renewal of our collection is fundamental, since it allows fresh, and always trendy clothing. Therefore, the used sale is important as it allows to renew garments.

Thanks to those used clothes sales, we will be able to make constant investments in the purchase of new trendy clothes for our collection.



# Quality/Service

To offer a superior service, we are equipped with the infrastructure that allows us to be different. Showing transparent tariffs and having adequate own means allows us to be different.

We have resources that bring us enough independence to guarantee quality for the brand image and products, logistics, laundry and control systems of the state of the garments.

We believe that a project like **fadRent** requires a solid infrastructure to support it, as our experience in the field of design furniture dictates. That is why we incorporate everything from a first moment, to be able to give the best service to the most demanding customers.



**Transparent pricing policy** with public recommended prices or established by our brands. Regarding rental prices we will follow a logical guideline with respect to the public prices.

**ALL-IN rate** that includes rental, logistics, laundry, storage... **Everything.**

A price for a service, no small print, no hidden costs. A price policy that generates confidence, **without surprises.**



Our **products pictures** made by professional photographers to professional models who wear the garments in our **own photographic studio.**

We obtained a uniform photographic line, with maximum quality images, without depending from websites or official catalog pictures.

This way we guarantee a careful image of our product collection.



**Storage and clothing repairs** only in our offices, to always guarantee a perfect condition of our garments.

Continuous control of the condition of the clothing through pictures and review before / after each rental.

Care and cleaning through **a delicate clothes laundry specialist.**

Own logistics with our **own staff and own vehicles.**

# Technology

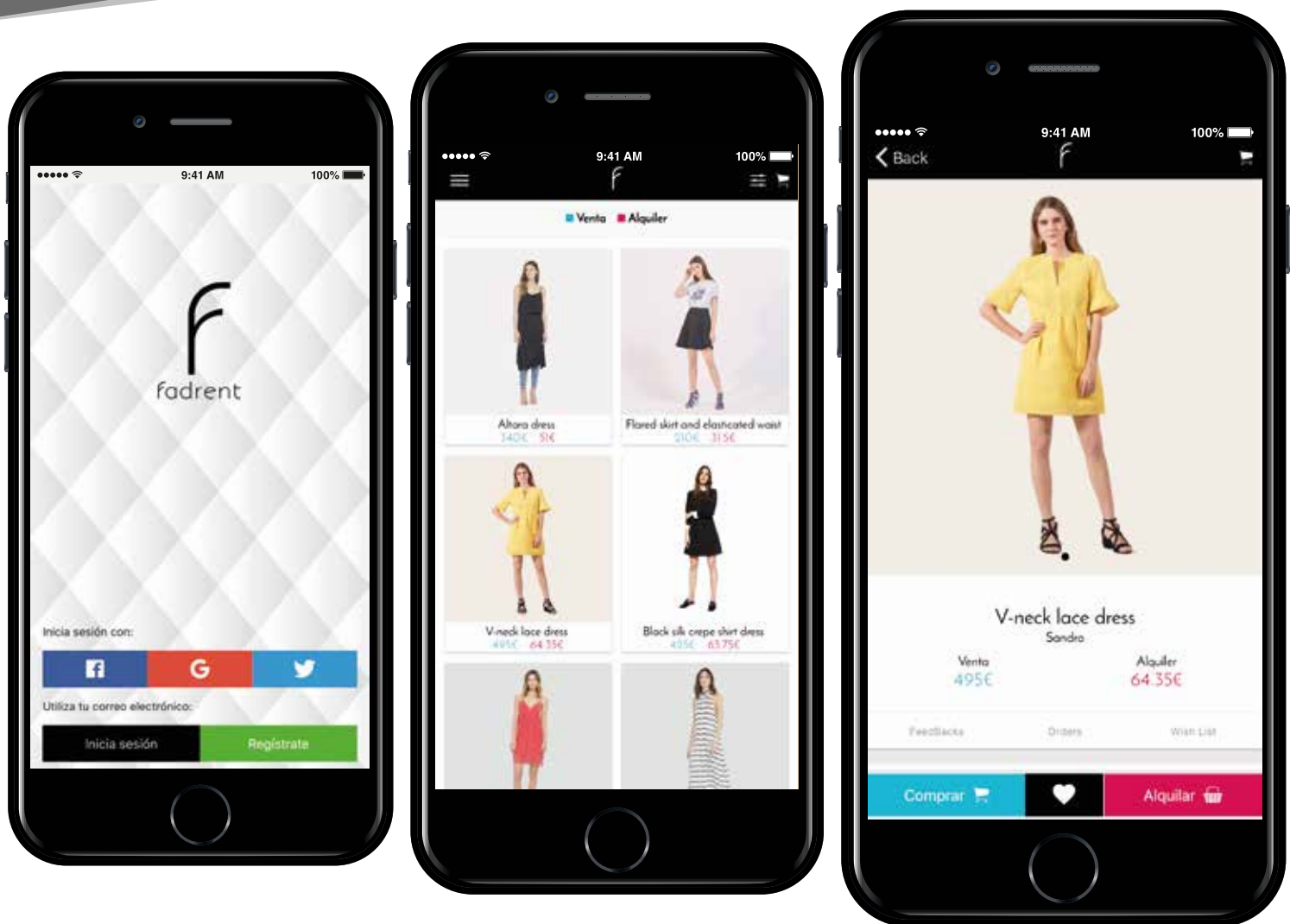
We put the most advanced technology at the service of customers and suppliers, with two fundamental objectives.

## SIMPLICITY

Through the **fadRent APP**, available for iOS and Android, stands out for the elegance in presentation and ease of use. Users can view the catalog of garments and accessories, search, filter, choose the ones they like and make a rental order quickly and easily.

## CONTROL

Both **fadRent** and our partners can have total control at all times about their products. Pictures of the state before and after each rental, statistics, traceability, adjustments relative to rental prices, availability for second-hand sale, profitability, depreciation, etc.





# Management

For our partners **fadRent** presents powerful, modern and real-time management. Through our management system you can control the status of your garments, obtain information about past, present and future rentals, where is the product, when it should be returned, and a status through pictures and reports.

At each rental, we photograph the garments at the exit and at the return. Our staff will also report potential damages, etc ... at each rental. Full control of your products.

Of course, you will have all your economic management, you will know the benefit that your garments are reporting, you can decide which clothes are enabled for potential sale as used, and you will have access to all kind of statistics.

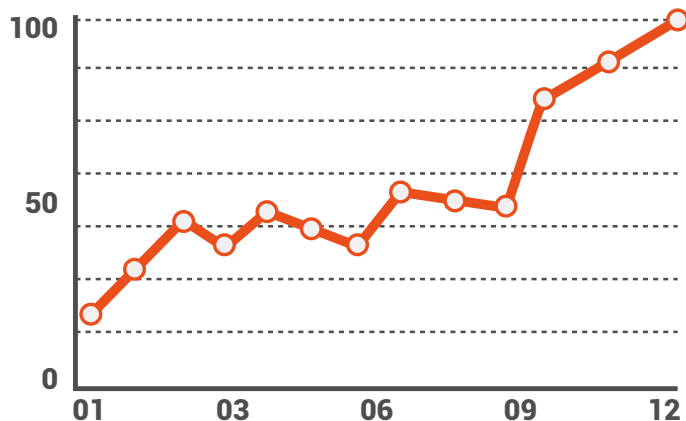
\* Sample graphs.



## Rentals July 2017



## Evolution N° rentals 2017



## Location of garments - 08/17/2017



## Rental list - 08/17/2017

- MADRID**  
Order 001 - Client X - From 08/13/2017 to 08/17/2017  
Order 002 - Client Y - From 08/14/2017 to 08/18/2017  
Order 003 - Client Z - From 08/16/2017 to 08/20/2017
- BILBAO**  
Order 004 - Client H - From 13/08/2017 to 17/08/2017
- SAINT SEBASTIAN**  
Order 006 - Client D - From 14/08/2017 to 19/08/2017
- SEVILLE**  
Order 011 - Client F - From 11/08/2017 to 21/08/2017
- BARCELONA**  
Order 008 - Client T - From 14/08/2017 to 18/08/2017  
Order 016 - Client R - From 15/08/2017 to 22/08/2017

# Advantage

For the professionals of the sector, fashion rental is a line of business to take into account and that presents multiple opportunities and advantages.

There is a niche market for fashion rentals. And now we offer the possibility of developing this unstoppable trend in Spain and Europe.

More and more people are coming to the market to rent all kinds of goods. fadRent brings a better brand diffusion and the ability to reach many more customers thanks to the advantages and profitability of the rental.



## New customers

Reach new customers and increase your sales.

Your brand will be able to reach new customers with lower purchasing power.

Also you will be able to reach more customers of your business target, which thanks to the facilities offered by the rental services, that will try your clothes, and probably want to buy your products after a satisfactory rental..



## Branding

Appear together with the main brands of your sector and benefit from the tools, marketing and the fadRent's ecosystem.

Achieve superior brand awareness by increasing Social media, Fashion Blogs, styling, and influencer's presence...

Benefit from innovative marketing actions that will allow you to go further.

We know how to do it.



## Cost effectiveness

Generate profit from fashion shows, presentations, or wardrobing clothes you cannot sell as new.

Reach more customers through second-hand selling and this way renew stock of unused products.

Reach more customers through second-hand selling.

Renew your stock, giving away through rent and sale used to clothes that, until now, were a problem.

# The opportunity

More and more consumers are expressing an interest in rental services as an alternative to buying. High value products are those that represent the highest demand for rent.

Therefore, more and more, users value the possibility of renting high value goods, exclusive, especially those related to fashion, decoration and lifestyle.

This represents an enormous opportunity for brands, stores and retailers that can allocate part of their stock for the rental business, achieving a higher return per cloth compare to the sale.



Anglo-Saxon market studies reflect a very important trend of users who wish to rent all types of goods or services.

This upward trend reaches, of course, the world of fashion.

This emerging model responds to the demand of customers who want to have a quick and easy access to all kind of products.

**fadRent** wants to be part of this trend and implant itself in Spain. A trend that is already a reality, and will continue to grow steadily over the next few years.

WHAT WE WANT TO RENT							
			LONDON	NEW YORK	LOS ANGELES	SAN FRANCISCO	SAN DIEGO
	19%	17%	26%	25%	28%	28%	27%
	4%	3%	14%	6%	5%	5%	3%
	10%	9%	25%	16%	16%	15%	10%
	9%	9%	24%	17%	17%	19%	13%
	8%	6%	21%	11%	11%	8%	7%
	8%	6%	17%	8%	11%	12%	9%
	15%	15%	22%	20%	22%	24%	22%
	16%	10%	28%	19%	18%	22%	16%
	14%	10%	22%	17%	16%	22%	17%
	9%	11%	20%	13%	17%	17%	15%
	1%	2%	2%	1%	2%	2%	1%

Origin Westfield. How we shop now what's next?

# Subscription

A high percentage of consumers express their interest and say they would spend € 200 or more a month on some type of service that will allow them to rent clothes by subscription.

FadRent is the answer, since in addition to specific rentals, we will offer subscription services with monthly payment in different modalities that will respond to this global trend towards renting fashion.

In addition, we present the **FADs**, a currency to use in fadRent that allows to buy with direct discount for fashion and complements rental.



## RENTAL BY SUBSCRIPTION

**fadRent** will offer rental services by subscription, in different modalities and monthly prices.

Then, a user can subscribe and have access to a certain number of monthly rentals. The number of rentals will depend on the subscription price, and may even offer an unlimited rental service.

The monthly subscription allows to retain the most active customers, who see in the rental the best option to change their look more often and always follow the trend ..

### RENTAL BY SUBSCRIPTION

MONTHLY COST FOR RENTAL OF  
FASHION CLOTHING SERVICES

**40%**

OF LONDONENSES  
SPENT BY MONTH

**£200**

OR MORE

**23%**

OF NEW YORKERS  
SPENT BY MONTH

**\$200**

OR MORE

Origin: Westfield. How we shop now what's next?

## RENT WITH FADs



We offer users the possibility of purchasing the internal FAD currency.

Acquiring this currency allows you to save money through direct discount, since its value would be equivalent to € 1, but can be purchased with discounts between the 5% and 15%.

So, a user who buys 100 FADs would pay €95 and could rent clothes worth €100. The user who buys 500 FADs would pay €450, benefiting from a 10% direct discount.

This formula allows two very interesting goals.

On one hand, the customer / user pays in advance, and this improve liquidity and financing facilities for our infrastructure.

On the other hand, this improve customer loyalty. If the user does not spend all his FADs and the remaining FADs do not cover a new rental he will need to buy more FADs.



# Eco Friendly

As a project fadrent is committed to the environment. In this line, we implemented in our processes and infrastructure measures which favors the conservation of nature. In addition to benefits for the natural environment, these measures are appreciated and valued by consumers around the world.

There is an increasing awareness of sustainability of products and services, production centre social responsibility, sustainable origin of the materials used, the environmental impact of waste generated or product recycling after the end of their life cycle.

fadRent is committed to the environment from the beginning.



## SUSTAINABILITY

According to recent studies, a high percentage of clothing that we have in our closet is not used.

This means that energy consumed in the manufacturing process, distribution, etc. already have a strong impact in the environment. In too many occasions for only one or two uses.

The rent alternative provides enormous benefits.

Clothes are rented, used and returned during many cycles. It guarantees a number of uses per cloth much higher, which makes the rental service an sustainable and efficient alternative.

FadRent implements measures like the use of **recyclable packaging**, the requirement to use **only ecological laundry centers** or **garments recycling** once its life cycle ends.

In the medium term, logistics with **electric vehicles** and **deliver / collect by bike** are the following objectives.

# Wardrobing

Practice well known by professionals and companies in the fashion sector. All brands and stores in the world have suffered wardrobing or will suffer it in the future

fadRent offers a very important solution for garments affected by this phenomenon.

It offers an alternative for people who use this practice to release new clothes, as they can change their look for a fraction of sales prices by renting. On the other hand, it is a perfect exit to make profitable the garments coming from this practice, which are no longer new.

fadrent



## Crece en España el hábito de comprar ropa y usarla con etiqueta para poder devolverla

Se han practicado mujeres, menores de 30 años y de cualquier clase social. En Estados Unidos han tenido que las tiendas tomaron medidas, pero en España solo la habilidad de los dependientes permite combatirlo.



## Las 'enfermas' del wardrobing: se ponen una vez la ropa y la devuelven como nueva

El 10% de las españolas son consumidoras compulsivas, según un estudio. Quieren no tener la capacidad económica suficiente para comprar ropa todas las semanas practican el 'wardrobing': compran ropa, usanla sin quitar la etiqueta y devuelven. Hay quienes incluso lo hacen con calzado y ropa interior.

## 'Wardrobing', el truco que permite renovar el armario todas las semanas: ¿lo conoces?

La psicóloga clínica Ana Hernández analiza las prácticas con las que las mujeres que no tienen nada que ver con las compras.



Se han practicado mujeres, menores de 30 años y de cualquier clase social. En Estados Unidos han tenido que las tiendas tomaron medidas, pero en España solo la habilidad de los dependientes permite combatirlo.



## Wardrobing: El síndrome de la compradora compulsiva y tramposa

Algunas firmas han optado por poner las etiquetas en los lugares más difíciles para combatir la devolución de la ropa.



There are many news and references in the press and television about the phenomenon of Wardrobing.

Provide an alternative so that they can use your garments without causing fashion brands economic damages.

In front of this problem, enables a rental channel with fadRent that allows those people tempted to practice wardrobing to meet their need in a natural, economic and profitable way

Avoid the huge investments that need to be made in order to fight Wardrobing, and the bad press these systems causes.

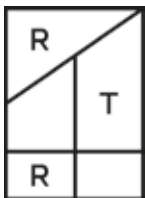
Make profitable products from wardrobing, transforming a product difficult to sell into a source of income, thanks to the return that generated by the rent of those garments in fadRent.

# Competitors?

There are several clothing rental companies developing around the world since many years with high success rates. Spain has more recently followed this trend also.

The fadRent project differs from its competitors in fundamental aspects. Although the service may seem the same, hire clothes and accessories, there are significant differences that make fadRent unique.

FadRent is presented as the first project that directly involves brands, distributors and shops of all kinds.



## Rent the runway

Market leader in the United States, has unlimited rental bonus.

## StyleLend

Rent clothes in deposit from private individuals.

Few sizes.



STYLELEND



## Chic by Choice

United Kingdom. Main actor with international expansion.

## Drexcode

Italian project with presence in Europe.

With similarities, it does not directly involve professionals.

DREXCODE



DRESSEOS

## Dresseos

Local business in Madrid, with own product for rent. Limited by size and service.

## 24Fab

Clothes rental in Madrid. They manage their own stock. Poor collection and not in very good condition.

24FAB

In general, collections are very classic, not very trendy avoiding consolidated brands and emerging designers. There is apparently poor transparency regarding official prices.

The direct involvement from fashion brands and professionals is the key difference that we propose.

# Experience

The team of fadRent stands out for its long experience in the rental world, with more than 15 years of experience in renting high value products.

The technology used, and the management carried out, is the result of this experience. We have been facing all sorts of management problems, and we have solved them satisfactorily.

Now we use all the knowledge acquired in this new project, making use of the latest technologies for efficient management, detailed logistics and superior service.



# idiliq



Our experience in the rental sector is summarized in a project. **Idiliq**.

The same team that started in the designer furniture rental world in 2002, with a small warehouse in Madrid covering local events, has become a recognized actor at European level after 15 years.

With more than 40 employees, and delegations in Madrid, Barcelona, Paris and Lyon, idiliq provides furniture rental services throughout Europe, with an extensive and varied catalog valued by our customers for including a large variety of references of the main brands of the sector and trendy products.

The synergies and similarities between the two projects are more than evident. FadRent is based on the idiliq experience, which offers the guarantees of a consolidated and constantly expanding project.

We have developed a whole first level technological infrastructure, which allows us to manage not only business management aspects, but also the design resources, the relationship with customers, the logistics necessary to reach any point in Europe on time, and Above all, an extensive satisfied customer portfolio.

Today we are betting on fashion, and we want to be on you for this new adventure.

***You sign up?***



# More information

If you still have doubts, questions, or want to know us better, do not hesitate to contact us. We will be delighted.

We will explain everything you want to know, with total clarity, so you know what we do and how we can grow your income. And make your business better known.

If you have doubts about prices, logistics, pricing policy, rental rates, or value the profitability of working with us ... any questions, we clarify.

Contact us and you will see that fadRent is a sure bet that will help grow your business.



we are in...

## MADRID

### Contact us

You can easily locate us. We even take care of Whatsapp.

If you are interested in fadRent, do not hesitate and contact us. It belong to the best reference platform for fashion rental.

An exciting project in which we will put everything to make it a success. We hope to have your confidence.

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***i Thank you!***

for your time  
for your interest  
for your attention  
for wanting to meet us

We hope to have your confidence