

RENT THE RUNWAY

Brand growth exercise

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MORE HUMAN FUTURE

Introducing Rent The Runway

The consumer problem:

A full closet and nothing to wear
Most women's closets are museums of unworn and unwanted clothes

The solution:

The closet in the cloud
Borrow, wear and return designer clothes
\$89-199/mo subscriptions

The consumer need:

Women want access to the feeling of confidence and power that comes from an amazing outfit

The distribution:

Order and return online
Some flagship stores
Growth by referral: 81% of subscribers have referred to 5+ people

The potential of the business

91%

of US women are willing to buy used clothes

\$107B

online clothing retail market

38M

College educated working women in the US

2.5M

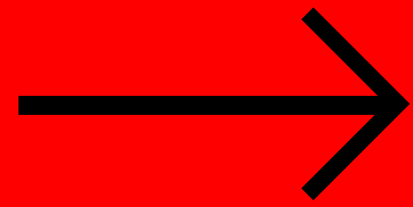
Rent The Runway users since launch

The business context

	2019	2020	2021	2022 est
Active users 000s	134	57	101	124
Paused users 000s	14	40	34	45
Revenue \$M	257	159	203	285
Revenue per active user \$	1918	2789	2010	2298
Marketing spend \$M	n/a	8.2	26.5	34.2

Source: Rent The Runway company filings; 2022 includes estimates; RTR's fiscal year is February-January

The task



Based on the data, how would you describe Rent The Runway's situation?

What are Rent The Runway's potential paths to growth?

Thank you

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