



**Product  
Stewardship  
Centre of  
Excellence**

**CASE  
STUDY**



# GlamCorner

As Australians are among the world's top fashion consumers, it's crucial for the industry to address the growing environmental and social sustainability impacts associated with overproduction and overconsumption of clothing. This includes alternatives to clothing ownership. This case study examines product stewardship in the fashion industry by analysing GlamCorner, Australia's pioneering fashion rental platform. We explore the challenges and opportunities of engaging in circular business models, including rental, resale, and repair, and how businesses like GlamCorner can support other business and consumers in the transition to a more circular fashion industry.

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**Product Stewardship** in Action with

**GLAM  
CORNER.**

## INTRODUCTION

The fashion industry faces significant sustainability challenges. The rise of fast fashion has brought significant environmental and social sustainability challenges, including increased greenhouse gas emissions, depletion of natural resources, water pollution, exploitative labour practices, and the mounting issue of textile waste. These negative consequences highlight the urgent need for more responsible and sustainable production and consumption practices within the fashion industry. Fashion rental is one potential solution aimed at promoting sustainable consumption and a circular economy. Research indicates that circular business models such as rental have the potential to increase market share from 3.5% to 23% by 2030<sup>1</sup>, resulting in significant environmental savings by increasing garment usage and reducing production. Product stewardship is central to implementing circular economy approaches into business practices.

In this case study, we explore the expansion and evolution of Australian rental platform [GlamCorner](#) and how its commitment to product stewardship and enabling a circular economy for fashion has led to revenue growth and a positive environmental impact. We also examine the introduction of GlamCorner's sister business, RELOOP, which enables recommerce-as-a-service including clothing resale, repair, and recycling. Together, these businesses provide a comprehensive approach to extending the life of clothing and reducing waste.

## ABOUT GLAMCORNER

GlamCorner was established in July 2012 by Dean Jones and Audrey Khaing-Jones, a husband-and-wife team who left their finance careers. At that time, the sharing economy was just starting in Australia, with Airbnb opening its Sydney office in the same year. The founders discovered that, on average,

Australian women only wear around one-third of their wardrobe, with the rest accumulating in their closets or ending up in landfills within a year of purchase. Yet, at the same time, they wanted to address the common "I've got nothing to wear" problem many people experience, particularly for dressing around events

To address this challenge, GlamCorner aims to keep clothing in circulation for as long as possible and started by renting out items that often remained unused, such as [wedding guest dresses](#) and [black tie](#) gowns. In 2018, GlamCorner expanded to include a subscription model, allowing customers to continually rotate their wardrobe for a fixed monthly fee.

GlamCorner is committed to being a responsible business, which is why they sought B Corp certification in 2018. That same year, GlamCorner was recognized with the Banksia Foundation's Sustainability Award for medium-sized businesses. In 2022, GlamCorner sponsored The Banksia Circular Transition Award, which was awarded to Ecologiq, an initiative of the Victorian Government that integrates recycled and reused content into transport infrastructure projects.

## THE GLAMCORNER FASHION RENTAL MODE

In this section, we provide an overview of key dimensions of GlamCorner's rental service.

GlamCorner offers two rental options: one-time rental for 4 to 8 days or membership for 2 to 6 items per month. Customers can choose from a wide selection of over 30,000 items across more than 250 local and international brands. Customers have rented over a thousand tonnes of clothing to date, making a significant contribution to reducing clothing waste.

[circular-business-models](#)

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<sup>1</sup> Ellen MacArthur Foundation. (2021). Circular Business Models. Retrieved from <https://ellenmacarthurfoundation.org/press-release->

## Laundry

Laundering practices are often one of the first concerns that come to mind when considering using rental services. GlamCorner utilises both wet and dry-cleaning methods. GlamCorner has a comprehensive approach to laundry with the water-efficient Miele WetCare Cleaning System and the GreenEarth Dry Cleaning System.

The Miele WetCare Cleaning System uses only 6 litres of water for every kilogram of clothing cleaned, making it significantly more water-efficient than a household machine which uses upwards of 13 to 30 litres per kilo. It is also calibrated to disinfect at 40 degrees, which is gentler on garments, leading to greater longevity, and more energy efficient. Additionally, reusable 'Cora balls' are used in every load to reduce the impact of microfibres by up to 31%. Biodegradable water-soluble-based detergents are used, and no toxic chemicals are involved.

GlamCorner's GreenEarth Dry Cleaning machines use silicone-based solvent, which is liquified sand, instead of toxic and flammable petrochemical solvents like Perchloroethylene (PERC). This makes it a non-hazardous alternative to petrochemicals that pollute air, water and soil. There is no chemical residue or odour left on garments after cleaning, and the system is closed-looped, reusing water and solvents.

## Repair

GlamCorner's laundry facilities have also been used to enable repair and support social causes as well. For example, in 2021 GlamCorner worked with Calvin Klein Australia and Thread Together to revive 500+ pairs of water damaged jeans so they could be redistributed to people in need. They have also restored damaged stock from retailers – such as garments damaged by ink tags – so they could be repaired and re-worn.

Of the clothing that is rented, about 20% of the garments require some form of repair or refurbishment. The most common reasons for this include repairing holes, removing stains

(such as oil, fake tan, or makeup), replacing belt buckles or buttons, and fixing broken zippers.

## Packaging

GlamCorner is engaging in a number of more sustainable packaging practices. Garments are packaged in boxes made from recycled materials, and sealed using biodegradable sticky tape. GlamCorner is also exploring the possibility of implementing reusable packaging options to further reduce waste.

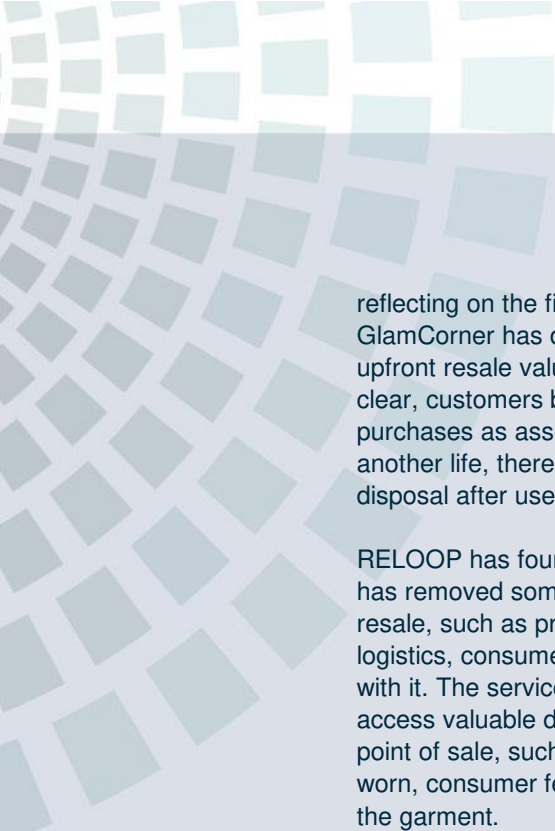
## Shipping

Logistics play a crucial role in the GlamCorner rental model, as previous research has shown that greenhouse gas emissions from delivery are a significant impact area for rental businesses. Unlike traditional retail models, rental logistics can be complex because we need to collect garments back, and we operate in a vast country. GlamCorner offer same-day delivery (in Sydney), express, and standard delivery options. Whenever possible, the company chooses standard delivery as it has a lower environmental impact. They work with Shippit, who began offsetting their carbon emissions through Carbon Neutral in late 2019, indicating that GlamCorner are partnering with the right companies to achieve their sustainability goals.

## INTRODUCING RELOOP

GlamCorner's sister company, [RELOOP](#), is a re-commerce-as-a-service platform that offers rental, resell, repair, and recycling options for women's wear, men's wear, children's wear, and shoes. Launched in April 2022 with David Jones as its inaugural partner, the RELOOP platform offers a premium concierge and end-to-end circularity service for both retailers and customers. Customers can opt-in via a widget through the partner retailer or directly with RELOOP through its website.

Whereas David Jones owns the stock, GlamCorner's role is to facilitate the rental service through their stores to provide customers with the try-on experience. In



reflecting on the first year of service thus far, GlamCorner has discovered that when the upfront resale value of a garment is made clear, customers begin to perceive their purchases as assets capable of having another life, thereby reducing the likelihood of disposal after use.

RELOOP has found that when the company has removed some of the key frictions around resale, such as product listing, cleaning, and logistics, consumers are more likely to engage with it. The service also enables retailers to access valuable data and insights beyond the point of sale, such as how often a garment is worn, consumer feedback, and the longevity of the garment.

However, despite engaging in sustainable practices like clothing rental or resale, individuals may still experience the rebound effect, which can occur when individuals view the lower environmental impact of an item as an opportunity to acquire and discard clothing at a higher rate. As such, RELOOP's aim is to continue to work with brands and consumers to accelerate the transition to a more sustainable and circular fashion system in Australia, including education and engagement around the environmental and social sustainability impacts of the fashion industry.

## COLLABORATING TO SUPPORT CIRCULARITY IN THE FASHION INDUSTRY

There are a number of lessons that can be learned from GlamCorner's approach to product stewardship through engaging in circular business models.

First, rental and resale do not cannibalise sales - rather, they can provide an opportunity to engage with past season collections, core pieces, and other items, giving existing garments a new life. Retailers should therefore view rental as a significant revenue channel, especially if they want to address the growing environmental and sustainability challenges in the industry.

Second, implementing a circular model can be a challenge due to the upfront costs, facilities, expertise, and logistics required. To overcome these barriers, fashion brands can collaborate with partners who can handle the re-commerce side while they focus on producing well designed, high-quality garments. Partnering with businesses like GlamCorner can encourage more sustainable practices in the fashion industry and provide a way to participate in the circular economy.

And third, engaging with circular business models such as rental, resale, and repair provides fashion businesses with an opportunity to demonstrate a commitment to sustainable values and can further promote a sustainable and circular fashion system. Providing alternatives to ownership through rental, enabling clothing to have a second life through resale, and making clothing repair more accessible to customers are all ways to increase clothing utilisation and help reduce clothing textile waste, which are key challenges facing the industry.

Ultimately, through making sustainable fashion more accessible and enjoyable for its community of fashion lovers, businesses like GlamCorner can encourage more mindful consumption and contribute to a more sustainable fashion industry.

## NOTE

The content of this case study is information of a general nature sourced from public sources and investigations conducted by the Product Stewardship Centre of Excellence. It does not represent advice, direction or endorsement from the Product Stewardship Centre of Excellence, nor does it represent the only method or practice to address the topics laid out in this document. Individuals or organisations are encouraged to conduct their own analysis and consideration of strategic options relevant to their situation before taking action in regards to the matters covered.



## CONTACTS

### GlamCorner

- Dean Jones, Co-Founder and CEO, Glam Corner
- Email: [dean@glamcorner.com.au](mailto:dean@glamcorner.com.au)
- Web: <https://glamcorner.com.au>

### The Product Stewardship Centre of Excellence

- Web: <https://stewardshipexcellence.com.au/>
- Email: [info@stewardshipexcellence.com.au](mailto:info@stewardshipexcellence.com.au)
- Twitter: @StewardshipAU



Product Stewardship Centre of Excellence | c/- Institute for Sustainable Futures | University of Technology  
PO Box 123 | Broadway NSW 2007

[www.stewardshipexcellence.com.au](http://www.stewardshipexcellence.com.au)