DISNEYROLLERGIRL

OBSERVATIONS AND OPINIONS ON FASHION, LIFESTYLE TRENDS AND POPULAR CULTURE FROM AN ANONYMOUS FASHION INSIDER

PAUL SMITH NEW COLLECTION

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THURSDAY, NOVEMBER 26, 2009

The party season starts here...

Top marks to Topshop for their latest innovation "Dress Me Up" dress hire. Kicking off in the Topshop flagship today, it's a short n sweet retail concept that allows customers to hire - and possibly buy - a one-off dress for the party season. Between now and 6th December, you can browse the rails and ~~drop the hangers all over the floor~~ try stuff on before booking your chosen piece to hire between 7th and 23rd December. All dresses have been donated by designers and celebrities* and can be hired for two nights for a pretty reasonable £40 although a bigger deposit will have to be left in case ~~you run off with them~~ of damage. All dresses will be auctioned at the end of the event. (Can I just say before anyone gets any funny ideas that I have first dibs on the Richard Nicoll. Thank you.)

As much as I like the idea, I'm most impressed with Topshop's choice of charities set to benefit from this initiative - proceeds from the hire fees and auction will go to Help The Aged and Age Concern. I love that Topshop, the brand that's synonymous with youth, has decided to raise money for our elders. Nice one Toppers!

In a similar vein but without the fanfare and charity donations, is Dresseduptothe9s, a site where you can hire high-end dresses or rent out your own posh frocks to make some extra pocket money. It all makes perfect sense to me, why not give your dresses a second life if you're not going to wear them but don't want to throw them away?

*PS, word is that Lady Gaga has donated a dress to Topshop .... Let the bunfight commence.

POSTED BY ROLLERGIRL AT 7:48 AM SHARETHIS
LABELS: DRESS HIRE, DRESSEDUPTOTHE9S, FASHION, RETAIL CONCEPTS, RETAIL NEWS, RICHARD NICOLL, TOPSHOP

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