

TRENLEND

BUSINESS OPPORTUNITY ANALYSIS

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The Venture

- B2C fashion rental service in Raleigh and Cary, NC
- Mission: Make fashion accessible, affordable, and sustainable.
- Promotes reuse and reduces waste through a rotating wardrobe model.
- Try on and rent in-store or book online with home delivery and simple returns.
- Model: Part of the sharing economy; provides access to high-quality garments without ownership.

The Chapel Hill

Open a 3rd Trenlend Storefront in Chapel Hill, NC to tap into UNC's large student population, leveraging the brand's existing success with college aged customers.



Desirability Statement

DEMAND

MISSION

GROWTH

Chapel Hill is an ideal market as UNC's vast, sustainability focused student community aligns with TrendLend's mission and create strong demand for affordable, eco-friendly rentals, making it a promising next step for growth.



EMMY WEILAND
Co-founder



AMELIA ZAHN
Co-founder

*People Behind
The Brand*



Brand Journey

- Founded by NC State grads inspired by frustration with expensive, one-time-use event dresses.
- Existing online rental platforms failed on fit, timing, and accuracy → leading them to create a local try-on-first solution.
- Started by renting out their own and friends' dresses; demand quickly to hundreds of rentals.
- Officially launched TrenLend in 2022, in-person & online rentals.
- Opened the Cary storefront in 2023 and Raleigh's soon after.

Customers

College Students



- Budget-conscious but want to stay trendy for classes, formals, and interviews.
- Influenced by social media and peers style.
- Prefer affordable, sustainable fashion options.



Fashion-Conscious Individuals

- Want frequent outfit variety without constant buying.
- Style-driven and trend-aware.
- Value sustainable, low-waste fashion choices.



Young Professionals

- Need polished outfits for work, meetings, and networking.
- Seek cost-effective wardrobe flexibility.
- Renting reduces the need to buy expensive professional clothing.



Event-Goers

- Need stylish, one-time outfits for weddings, galas, and formals.
- Renting provides high-quality pieces at a lower cost.
- Prefer wide style options without long-term ownership.

Environment & Competition

Competitors

- Rent the Runway, Nuuly and Fashion Pass are all online rental service
- Multiple Facebook/instagram groups in the area
- Consignment shops
- Traditional formalwear boutiques



Five Forces

- New entrants: low
- Buyer power: high
- Supplier power: medium
- Substitutes: high
- Rivalry: high



Assessment

Overall, opening a third TrenLend storefront in Chapel Hill is both desirable and feasible, supported by strong student demand, established operations, and competitive resources that position it as the next step in the company's multi-campus growth plan.

Thank You!



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