

Flyrobe: India's Fashion Rental Pioneering How We Dress

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India's fashion scene has been transformed in recent years by **Flyrobe**, the country's **first and largest online fashion rental service**. Founded with the mission to make designer fashion affordable and accessible, Flyrobe has emerged as a game-changer — offering users the ability to rent premium outfits for special occasions rather than buy them outright.

From Startup Idea to Successful Rental Platform

Flyrobe was born in **2015** when three **IIT Bombay graduates** — **Shreya Mishra, Pranay Surana and Tushar Saxena** — identified a gap in the market for affordable access to high-end clothing. Inspired by the sharing economy model similar to Airbnb, they envisioned a platform where fashion lovers could access **branded and designer wear on rent**, reducing the need to buy expensive outfits for one-time occasions.

The idea was simple but powerful: instead of spending lakhs on wedding or party outfits, users could **temporarily rent clothes** ranging from traditional Indian attire like lehengas and sherwanis to western formal wear and gowns — all at a **fraction of retail prices**.

Expanding Reach

Flyrobe's innovative model initially took off as an **online wardrobe**, serving users across India with the convenience of doorstep delivery and return. Over time, the success of the platform led to rapid expansion into **offline retail stores** as well — bringing the rental experience directly to customers in cities like **Bangalore, Surat, Nashik and Belagavi**.

These stores allow customers to **try outfits in person** and access a wide array of premium and designer collections tailored for weddings, parties, festivals and other special events.

Strategic Growth and Partnerships

In recent years, Flyrobe has continued to innovate and grow through strategic partnerships. One noteworthy development is its **alliance with Sri Sringarr**, one of Mumbai's oldest rental clothing businesses. This collaboration strengthens Flyrobe's retail footprint and brings a blend of traditional rental expertise and modern technology to consumers.

By integrating tech features and luxury inventory into partner stores, Flyrobe is empowering smaller rental businesses while expanding its own reach — a model that reflects both growth and sustainability.

Supporting Sustainable Fashion

Flyrobe's success isn't just about convenience and affordability — it's also tied to **sustainability**. Renting instead of buying helps reduce fashion waste and encourages a **circular economy** in style, especially for outfits that are worn only once or a few times. This eco-friendly angle resonates strongly with today's fashion conscious consumers who seek both

style and responsible choices.

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