

Quick Rent vs Quick Commerce: India's Fashion Future Takes Shape

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India's fashion industry, valued at roughly **\$110 billion in FY25**, is poised for dramatic transformation as innovators redefine how consumers access apparel and accessories. **CRED founder Kunal Shah** recently stirred debate by suggesting that the **future of fashion in India may hinge on a showdown between quick rent and quick commerce models** — two emerging paradigms reshaping consumer behaviour and business strategy.

Quick Rent vs Quick Commerce: What's the Difference?

Shah's comment highlights **two distinct pathways** for fashion distribution in India:

- **Quick commerce** delivers fashion items within minutes of ordering, catering to consumers who prioritise immediacy and convenience. Platforms like **Myntra's M-Now**, Blinkit, Zepto and Swiggy Instamart are expanding fashion offerings as part of rapid delivery services.
- **Quick rent** lets users borrow outfits for special occasions or short-term use — a model emphasising **affordability, variety and sustainability**. Startups like **Flyrobe** are experimenting with lightning-fast rental fulfillment, even testing **4-hour delivery in metro cities**.

Both approaches mark a shift away from traditional multi-day e-commerce to **on-demand fashion experiences**, albeit with different consumer trade-offs.

The Rise of Quick Commerce in Fashion

Quick commerce in India has expanded rapidly, with the sector estimated at **\$3.34 billion in FY25** and projected to nearly triple by 2029. While quick commerce initially focused on groceries and essentials, **fashion is now carving out its own niche**, accounting for roughly **8-10 % of orders** on these platforms.

Myntra's own **M-Now service** promises **30-minute delivery of fashion, beauty and lifestyle products**, initially in Bengaluru and now scaling across major cities. The strategy aligns with evolving shopper expectations for **speed and convenience**, especially among **Gen Z and younger urban consumers** who see instant delivery as part of the modern shopping experience.

Fashion Rentals: Sustainable and Occasion-Driven

In contrast, the **fashion rental market**, though smaller, is growing quickly — valued at around **\$2.1 billion in 2025** and expected to hit **\$6.7 billion by 2031**. Rentals are particularly appealing for:

- **Special occasions** like weddings, festivals and events, where users want standout looks without long-term wardrobe commitments.
- **Affordability**, with rental prices often just a fraction of purchase costs.
- **Eco-friendly consumption**, reducing waste associated with one-time wears.

This model resonates especially with **urban women and sustainability-conscious consumers**, offering an alternative to fast fashion's traditional cycle.

Consumer Dynamics:

Emerging data suggests **distinct preferences** among Indian shoppers:

- **Trend-seeking Gen Z buyers** are gravitating toward quick commerce for low-cost, fast-fashion purchases.
- **Occasion wear and sustainability enthusiasts** lean toward rental platforms that balance cost and environmental impact.

These divergent behaviours underscore a broader tension in the market: **instant gratification versus mindful consumption**.

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