

nuuly

Abby Montague, Audrey Callahan, & Jimena Cortes

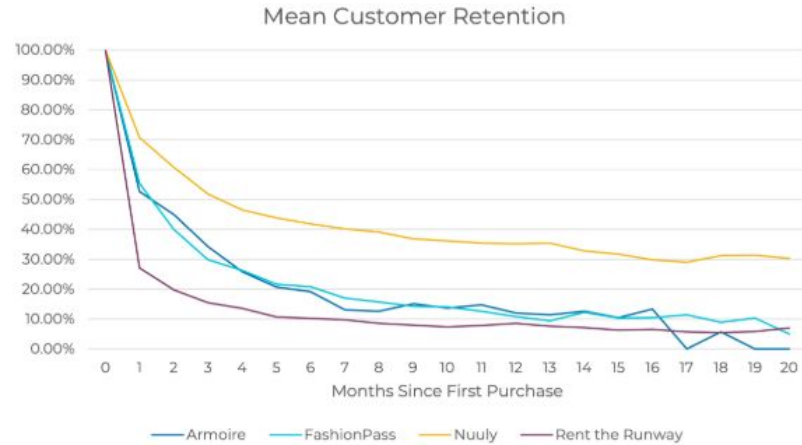
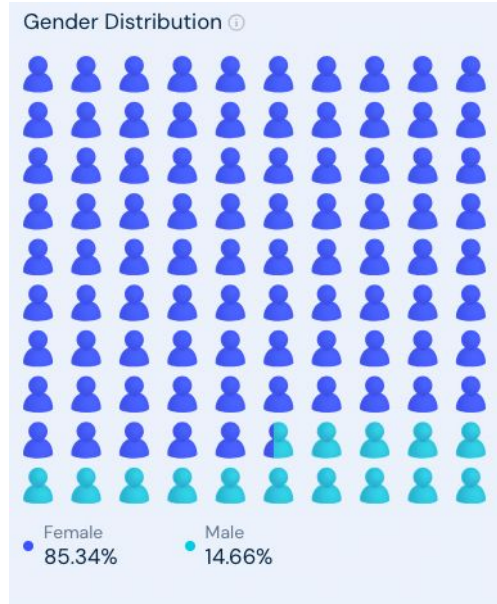
What is nuuly

Nuuly is a clothing rental and resale brand owned by URBN, the parent company of brands like Urban Outfitters, Anthropologie, and Free People. It offers a subscription service where customers can rent clothing from a rotating selection of trendy, high-quality pieces. Nuuly provides access to clothing across various brands and styles, including items from URBN's own brands as well as independent and designer labels.

Mood Board



Research



Personas



Clara:

Age: 28

Relationship: Engaged

From: Brooklyn, NY

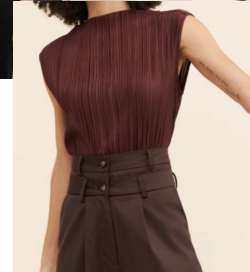
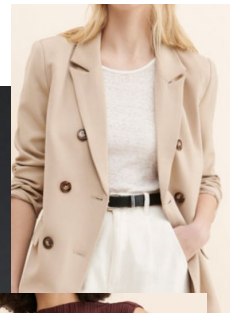
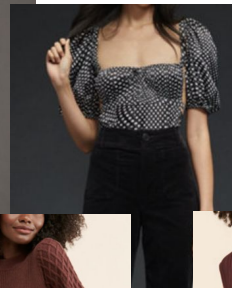
Occupation: Marketing Manager

Income: \$85,000 per year

Lifestyle: Urban, busy, socially active

Values: Staying up with the latest fashion trends while not participating in fast fashion, combination of pieces for work and day to day life

Pain Points: Dislikes committing to expensive, high end pieces, finding time to shop in person is difficult, wants to avoid contributing to waste associated with fast fashion.



Personas



Mia:

Age: 22

From: Los Angeles, CA

Occupation: Freelance Content Creator

Income: ~\$40,000 per year

Lifestyle: Vibrant, creative, always on the go

Values: Cares about individuality and self-expression, wants to stay unique and authentic, wants to avoid overconsumption while still being fashionable

Pain Points: Easily bored with her wardrobe, variable income so she requires budget-friendly options, limited closet space, making it difficult for her to commit to pieces



Problem & Solution

Nuuly subscriptions have a high cancellation and pausing rate, meaning most Nuuly users only rent for a month or two at a time, before pausing or cancelling their subscriptions.

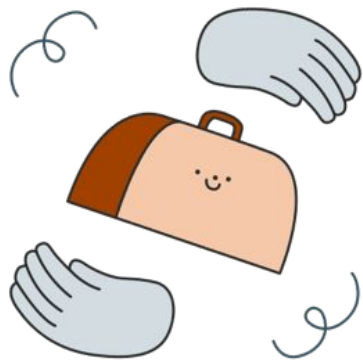
Introduce the **Nuuly Mile Mark Membership Tier Program**, which rewards loyal Nuuly customers with complimentary items to include in their regular rentals as they continue their membership.



Strategy

The program provides loyal customers with complimentary pieces, personalized styling, and access to limited-edition items, making their Nuuly journey feel elevated, special, and tailored to their unique style. It will keep current customers loyal to the brand and make them excited to continue renting from Nuuly.





Big Idea

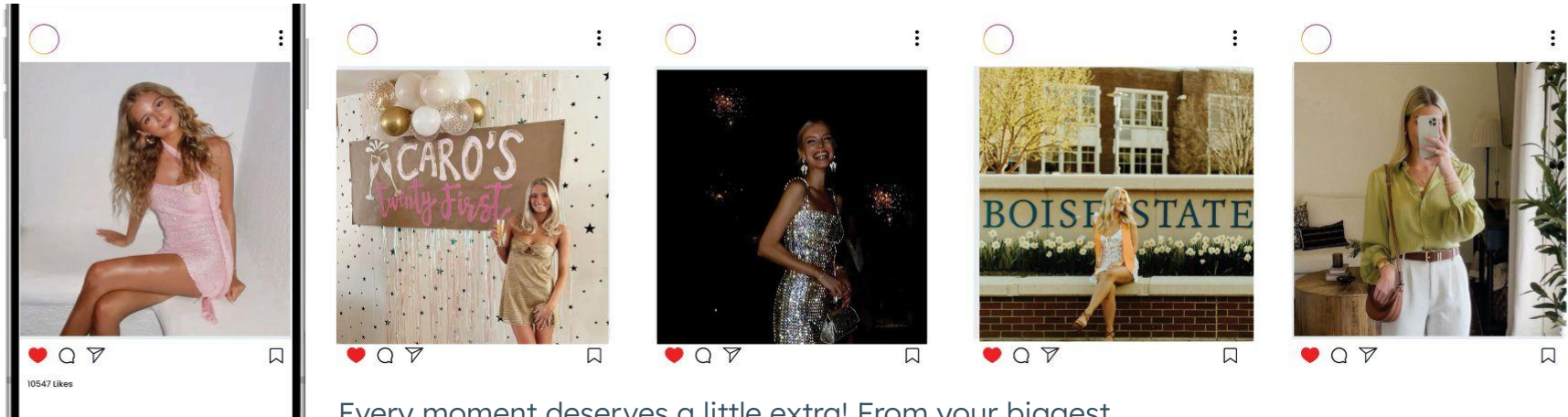
“Next Level Style”



The Nuuly loyalty program elevates the fashion experience by rewarding customers with access to exclusive perks, special items, and premium service. With every rental, members step into a new level of style, making it easy and exciting to curate a fresh, fashionable look every month.



Digital Banner Ad



Every moment deserves a little extra! From your biggest milestones to everything in between, Nuuly is here to be part of your journey! ✨ #MomentsWithNuuly

Digital Ad

Print Ad



extra looks good on you
bold pieces, exclusive perks, unforgettable style

nuuly

Out Of Home Ad



Swipe To Unlock Your Perfect Look

>>>>>>>>

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Unlock Exclusive Perks When You Rent With Nuuly

Experiential Ad

