

# GANNI



ganni.com  
@ganni

## Ganni

Based in Copenhagen and owned and run by husband-and-wife team Creative Director Ditte Reffstrup and Founder Nicolaj Reffstrup, GANNI has developed exponentially over recent years with its Scandi 2.0 sense of style full of personality and contrast.



### How they work on circular economy

GANNI is on a journey to reduce its carbon footprint and is working towards becoming more circular. Renting via GANNI REPEAT is one of the many steps they have taken to help extend the life cycle and longevity of their clothes, challenging conventional forms of ownership.

With access to an edit of current and past season GANNI collections, GANNI aims to give customers an alternative route to continually refresh their wardrobe. Customers can choose to rent now or for future events, and simply send them back for free when they're done. If renters fall in love with their rental and want to keep it, they have the chance to buy out the garment at a reduced cost.



**RENT**  
FOR 1 WEEK OR 3  
CHOOSE TO RENT NOW,  
OR RESERVE FOR THE FUTURE



**RETURN**  
RETURN FOR FREE  
DON'T WORRY ABOUT CLEANING  
YOUR ITEM – WE'LL DO THAT



**REPEAT**  
RENT ON REPEAT  
TO KEEP THE CYCLE GOING  
– OR BUY OUT YOUR PIECE

