

《新冠疫情重创服装租赁等共享经济》

现在谁还敢穿租来的衣服，住共享民宿？过去十年风生水起的共享经济如今遭到了疫情的巨大冲击。就连共享经济最早的两个上市公司优步和来福车也同样面临疫情的考验

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Photo by Lauren Fleischmann on Unsplash

Kim Timko used to rely on Rent the Runway for dresses for weddings and parties, outfits for date nights, and professional clothes for her job as a lawyer in New York. She said the clothing-rental service is "a nice way to have expensive clothes without having to buy."

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But weddings have been postponed, parties canceled, and Timko is working from home during the coronavirus

pandemic. Like many others, she has put her Rent the Runway subscription on hold. She may even cancel it.

??Rent the Runway????????????????????

She said renting expensive clothes just isn't worth the money right now — or the risk of getting the virus — as unlikely as that may be.

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"Any packages I get, I wipe them down," Timko said. "You can't really do that with a dress. A \$600 dress or something — you can't, like, Lysol it."

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Rent the Runway CEO Jennifer Hyman said in a statement: "While there is no evidence to suggest that [COVID-19] is spread via surfaces like fabric, all our garments, accessories, hangers, and reusable packaging are meticulously cleaned and steamed each time they are returned to us, and then sealed in plastic to protect them from any elements— including human touch—that they may encounter in transit to the next customer."

Rent the Runway??
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Still, the company has taken a big financial hit from the pandemic. It has laid off and furloughed employees, and temporarily closed its retail stores.

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Like Uber and Airbnb, Rent the Runway was founded in the wake of the Great Recession. Fueled by mountains of private capital, these companies tapped the power of smartphone apps to make it easy for strangers to share their cars, homes and even clothing. Along the way, they upended the traditional taxi, hotel and retail industries.

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Now the pandemic may upend them. These businesses' survival depends on convincing customers it is safe to share at a time when health authorities are warning everyone to keep their distance.

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Rent the Runway is not the only company emphasizing its cleanliness and safety rules to reassure customers.

Rent the Runway????????????????????????????????

Airbnb has created new cleaning protocols for hosts, including training on how to disinfect a home in partnership with former US Surgeon General Vivek Murthy.

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Uber and Lyft now require drivers and passengers to wear masks. They are also giving cleaning supplies to drivers. Uber is even using facial scanning technology to ensure drivers are complying.

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