Retail Innovation Shout Out: Gwynnie Bee Leverages a Clothing Subscription Model

by Rein Singfield

Many in the US are familiar with the Netflix DVD subscription model; for a set monthly fee subscribers may have a certain number of DVDs in their home at any time. They may swap as many times as they wish without incurring shipping expenses. For every DVD returned, a DVD from a list they created will be shipped to them based on their ranking and the DVD availability.

Netflix has reduced its use of its DVD business model. Internet speeds have increased and video-streaming—a cheaper delivery method—has become more commonplace. But just because technology might cause this business model to wane does not mean it cannot be applied to another industry.

Gwynnie Bee applies the Netflix DVD model to stylish women’s clothing sized 10-32. Women who are larger than 36 inches in the bust or hips often have difficulty finding their size in designer stores and finding stylish clothing options. The subscription model is an affordable wardrobe option. Starting $35 for 1 piece and $59 for 2 pieces per month; it falls comfortably under the US Department of Labor's reported average of $1,600 yearly spent on clothing.

By reviving a waning business model to help every woman embrace her inner diva, Gwynne Bee deserves a Retail Innovation Shout Out.

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