

Individual Report

Name

Institution

Prof.

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Company Overview & Digital Business Model

By Rotation is a UK-based fashion rental platform that embraces the principles of the sharing economy. Founded in 2019, the company allows users to lend and rent high-end designer fashion through a mobile app and website interface. This peer-to-peer (P2P) model enables individuals to monetise their personal wardrobes while offering other users affordable access to luxury fashion. The result is a business that simultaneously promotes accessibility and sustainability in fashion consumption (By Rotation, 2023).

The company's digital business model is rooted in the concept of the platform economy, where By Rotation functions as a digital intermediary between lenders and renters. Parker, Van Alstyne, and Choudary (2016) define such platforms as technological infrastructures that facilitate interactions between interdependent user groups, allowing value to be created and exchanged with minimal ownership of physical assets. By Rotation earns revenue by charging a commission on each transaction, maintaining a lean operational model that avoids the need for warehousing or owning stock.

Crucially, the brand positions itself as a sustainable alternative to fast fashion, a strategy that aligns with emerging consumer trends. Research by McKinsey & Company (2022) shows that more than 60% of Gen Z consumers consider sustainability an important factor in fashion-related decisions. By Rotation's app design reflects this ethos, integrating community-building features such as user-generated content, influencer engagement, and social proof—elements that enhance digital trust and credibility within the fashion sharing space (Kim and Kim, 2020).

Customer Persona

To craft an effective and targeted digital marketing strategy, it is essential to develop a clear customer persona. One of By Rotation's key user segments can be represented by the persona of "Conscious Carla." Carla is a 24-year-old marketing executive based in Manchester. She recently graduated from university and earns approximately £25,000 to £30,000 annually. As a digital native, she is highly active on Instagram and TikTok, frequently engaging with content from sustainable fashion influencers and lifestyle blogs that promote environmental consciousness.

Carla values sustainability, uniqueness, and affordability. She is aware of the environmental damage caused by fast fashion and actively seeks alternatives that align with her ethical views. At the same time, she desires fashionable and Instagram-worthy outfits for social events and professional occasions, but without the financial and environmental cost of constant purchasing. Her goal is to maintain a trendy personal image while living in accordance with sustainable values.

This persona reflects broader generational trends among Gen Z and young millennials, who are characterised by their digital fluency, interest in social causes, and desire for authenticity in brand interactions (Williams and Page, 2011; Fromm and Read, 2018). By Rotation's

business model, centred on access rather than ownership, aligns well with these preferences, positioning the platform as an ideal solution for fashion-conscious consumers who also care deeply about sustainability and self-expression.

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