

# Care and maintenance of garments at rental apparel store of Udaipur city

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*Abstract— To ensure client satisfaction and extend garment longevity, the rental dress sector places a high value on proper inventory care and maintenance. This research paper delves into the strategies and best practices used by rental dress stores to ensure the quality and sanitation of their gowns. To address environmental and health concerns, key practices include frequent and thorough cleaning, with an emphasis on eco-friendly and hypoallergenic detergents. Minor repairs to garments, such as hemming and button replacements, are done in-house to address wear and tear quickly. Storage practices are painstakingly regulated, with climate-controlled settings and protective clothing bags in place to avoid humidity, light, and pest damage. Preventive measures, such as regular inspections and the use of natural repellents, further protect the garments. Customer feedback is essential for developing these procedures and ensuring they meet changing standards and expectations. This holistic method not only preserves the aesthetic and practical quality of the dresses, but also adheres to sustainable business principles, thereby increasing customer trust and loyalty.*

*Index Terms- Rental dress store, care and maintenance, sustainability, Fashion rental*

## I. INTRODUCTION

Still a niche segment globally, fashion rental has great potential for expansion in India with growing awareness on sustainability and rising internet usage. An increasing appetite for branded clothes is also driving the growth of this market in India. In recent years, clothing rental services have been increasing in popularity because they offer customers access to a wide variety of clothes and accessories at a fraction of the cost of purchasing them (Cook and Hodges, 2015). The recent growth is driven by several factors, including the rise of social media, the increasing cost of clothing, and the increasing inclination toward sustainability (Gwozdz, 2017). With social media playing a pivotal role in the success and failure of

brands these days, fashion rental start-ups appeal primarily to millennials who are aware of the latest trends and the best designers. Rentals thus help consumers save money, time and the headache of storage and maintenance.

## II. METHODOLOGY

The research is exploratory in nature. A semi-structured questionnaire is used to explore the care and maintenance of the apparels at rental store. The questionnaire reveals comprehensive insights into the store's practices regarding the care, maintenance, and conservation as well as ethical considerations of apparels and garments. For this purpose, 30 rental dress stores of Udaipur city were selected. The data was collected by in-person interview with store management and staff.

## III. RESULTS AND DISCUSSION

Apparels available at the store

The wide range of the apparels available at the store such as formal wear, casual wear, costumes and speciality items such as wedding lehenga, evening dress, gown, sherwani, suits, rajasthani traditional dress, Rajputi poshak, turbans, kid's dress, Garba dresses, fancy dresses, festive wear dress etc. along with the accessories.

The garments offered at rental store were Speciality items (29%) such as wedding dress, evening gowns etc. followed by other items (26%) such as fancy dress, festive dress etc. Costumes (20%), Casual wear (18%), formal wear (7%) respectively. Most of the rental stores (59%) offers dress on the basis of occasion followed by type of garments (38%).

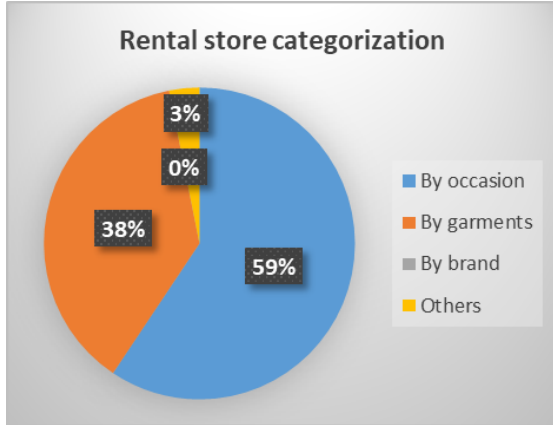
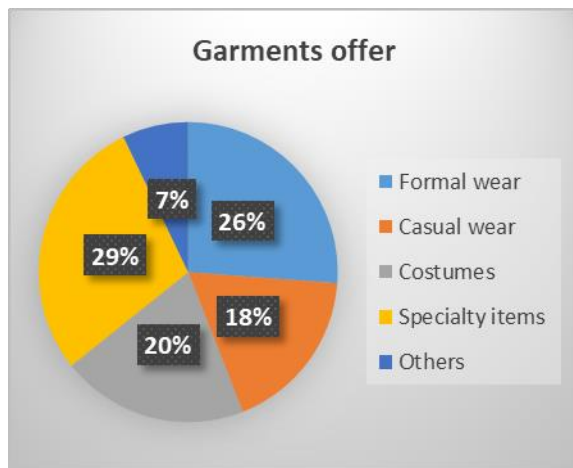


Fig.1. Apparels available at the rental store



(\*Multiple responses)

Fig.2. Apparels offered at the rental store

#### Care and maintenance of the apparels

Most of the stores are high maintenance store mostly wedding dress collections while few of them are low maintenance stores. The most widely used method for cleaning of garments was dry cleaning (33%) followed by machine washing (29%), hand washing (8%) respectively. For removing stain and spots from the garments spot cleaning is done by (30%) rental stores. 43% rental stores showed that the rental clothes were properly disinfected after every wear and also had a 'breathing period' before they handled it after the customer rental while 23% stores wash the garments after set number of rentals whereas 30% stores clean their garments when they are visibly dirty. Additionally, the aisles and storage shelving in their rental house are being regularly cleaned and maintained. They ensure all garments were kept dry and away from moisture to prevent unnecessary mould

or mildew growth. In most of the store, the garments were dry clean after every single use as well as before storing them for next season but some stores clean their products after a set number of rentals or when the dress is visibly dirty. The garments are typically cleaned after every rental to maintain hygiene standards.

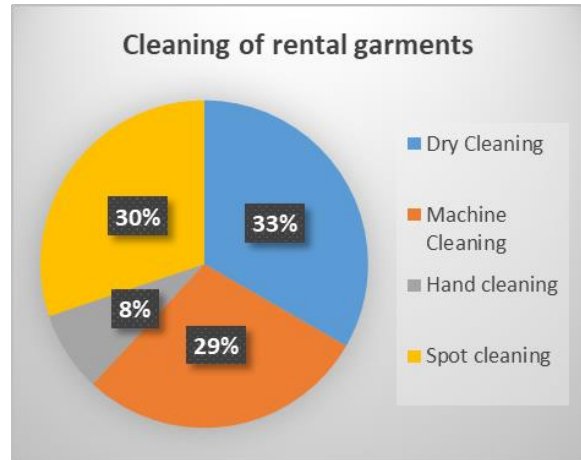


Fig.3. Cleaning of the rental garments

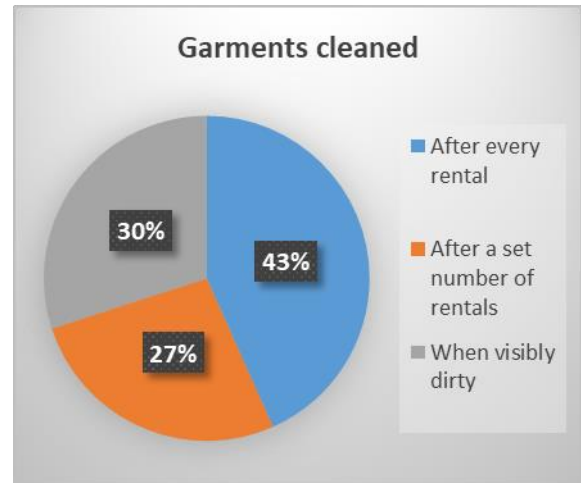


Fig.4. How often the rental garments are cleaned

80% of the rental stores use specific products for cleaning of the rental apparels where as 20% of the stores do not use any specific products for cleaning of their garments.

Most of the rental stores (77%) agreed upon that before storing the garments the care and maintenance are taken such as if any buttons have fallen off, zips have broken, hems have fallen down or clothes have

grown too big or too small take them to be altered and repaired.



Fig.5. Specific products for cleaning of the rental garments

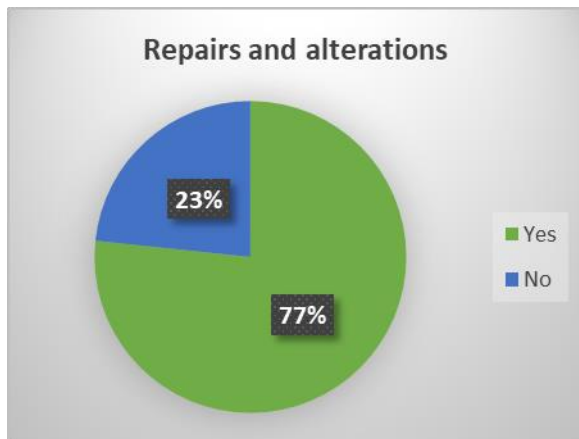


Fig.6. Repairs and alterations of the rental garments

Apart from the usual dry cleaning, the store also invested in disinfection products specifically for clothes, shoes and their store. The stores uses several packaging materials to pack the dresses in order to avoid dust and dirt. The dress which are in displayed are kept in glass showcases.

#### Conservation and Storage of the apparels

The store prioritizes proper storage to preserve the quality of garments, using climate-controlled hanging spaces (42%) followed by folded storage boxes (33%) Vacuum sealed bags (21%) respectively. The other storage techniques, including garment bags, climate control, and pest control, are in place to prevent damage. Delicate fabrics receive special attention through techniques like tissue paper wrapping and

regular condition checks. For storing of the garments, few stores do not use any special techniques but most of them use storage boxes, tissue paper, vacuum sealed bags, etc, to store the garments.

The preventive measures used by store to prevent any damage includes use of garment bags (30%), Climate control measures (18%), Pest control measures (30%) and regular inspections (22%) of the garments. To prevent pest infestations or microbial growth, the store keeper used naphthalene balls to store the garments. Regular inspections and preventive measures, including pest control and periodic condition checks, further ensure that the dresses remain in optimal shape.

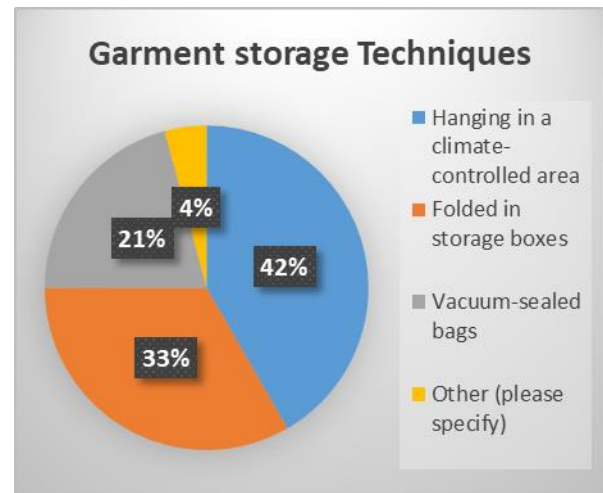


Fig.7. Storage techniques of the rental garments

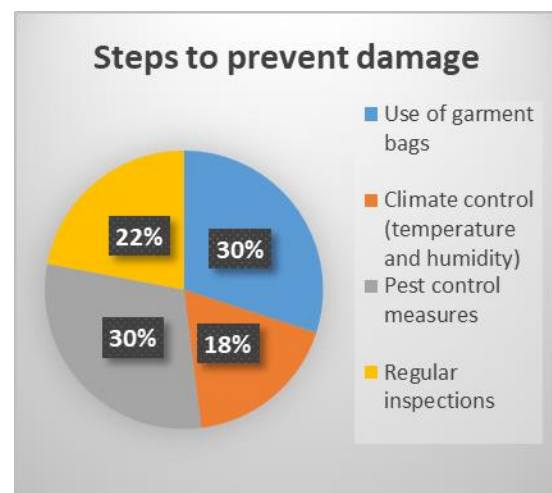


Fig.8. Steps to prevent damage of the rental garments

Prior storing, the repair and alterations of the dresses were done as per needs such as minor repairs,

hemming, button replacement, etc. Most of the garments were repaired by the staff of the stores and if the damage cannot be repaired the garment was replaced. Despite these efforts, the survey indicates an opportunity for the store to adopt more environmentally friendly cleaning products and expand its recycling and donation programs for garments no longer suitable for rental. As the most of the garments need frequent cleaning and using of eco-friendly is much costly as comparison to regular cleaning methods.

**Environmental ethics considerations**

The stores employs a variety of products for cleaning the garments, with significant amount of eco- friendly detergents. Mostly rental stores (67%) have adopted eco-friendly cleaning methods, with 50% using biodegradable detergents to minimize environmental impact. While 33% stores do not use any eco-friendly products for cleaning of their garments.

To manage allergens and irritants, the store incorporates hypoallergenic products and conducts regular inspections, although some areas lack special measures.

Additionally, a significant number of stores have policies in place for recycling or donating garments that are no longer rentable. 57% of rental stores agreed upon that they donate or recycle their garments when the garments were no longer in use. While 43% stores agreed that they throw they garments when they were not in use.

By integrating advanced cleaning technologies, enhancing staff training on conservation techniques, and educating customers on sustainable garment care, rental stores can uphold high standards of dress maintenance while reinforcing their commitment to environmental stewardship.

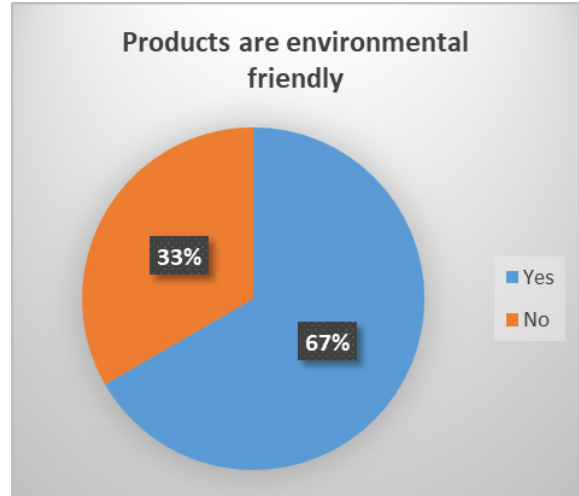


Fig.9. Products used are eco- friendly

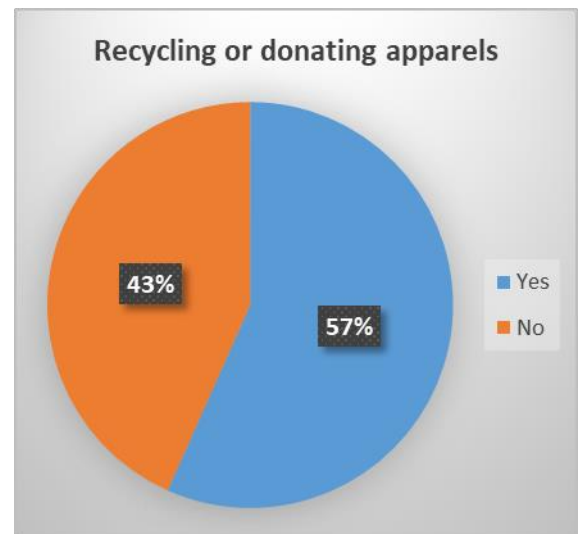


Fig.10. Recycling or donating of the rental garments

**Consumer feedback**

Most of the rental stores (63%) informed the customers about to take care of the garments during rental period to avoid any stains, tear or any type of damage to the garments.

According to the survey, rental stores actively gather customer insights through surveys, reviews, and direct feedback at the time of dress return. This feedback loop has led to notable improvements in service quality. 60% of the customers have highlighted the importance of garment cleanliness, prompting most of the stores to clean dresses after every rental to ensure they meet hygiene expectations. Suggestions for better storage solutions have also been given by customers,

with stores adopting climate-controlled environments and protective garment bags to maintain dress quality. Enhanced repair services are another outcome of customer input, with most of stores now offering minor in-house repairs to ensure dresses are in top condition.

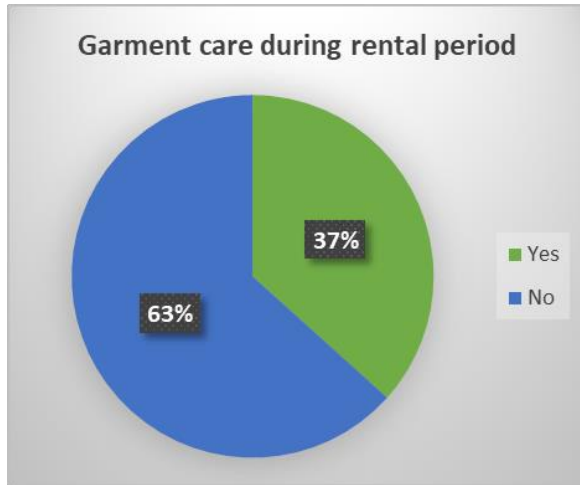


Fig.11. Garments care during rental period by consumer

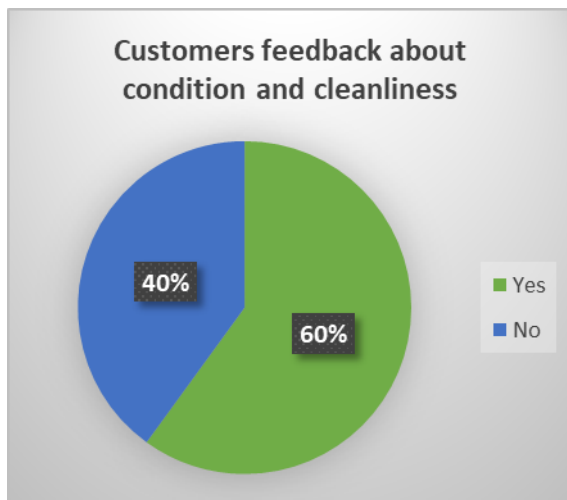


Fig.11. Customers feedback about condition and cleanliness

### CONCLUSION

In conclusion, the care and maintenance of dresses at rental stores are integral to their operational success and customer satisfaction. The survey, which included responses from store managers and staff highlights that the store primarily uses dry cleaning as its main cleaning method, with additional reliance on machine

washing, hand washing, and spot cleaning. The garments are typically cleaned after every rental to maintain hygiene standards.

Through a combination of frequent cleaning, in-house repairs, and preventive storage measures, stores ensure the longevity and quality of their garments. The adoption of eco-friendly products and practices reflects a growing commitment to environmental sustainability. Consumer feedback has been instrumental in driving improvements, from enhancing hygiene standards to implementing better storage solutions. Despite challenges such as the costs associated with professional cleaning and repair, rental stores are continuously evolving their strategies to meet high standards of care. By prioritizing cleanliness, sustainability, and responsive customer service, rental stores not only preserve their inventory but also build trust and loyalty among customers.

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