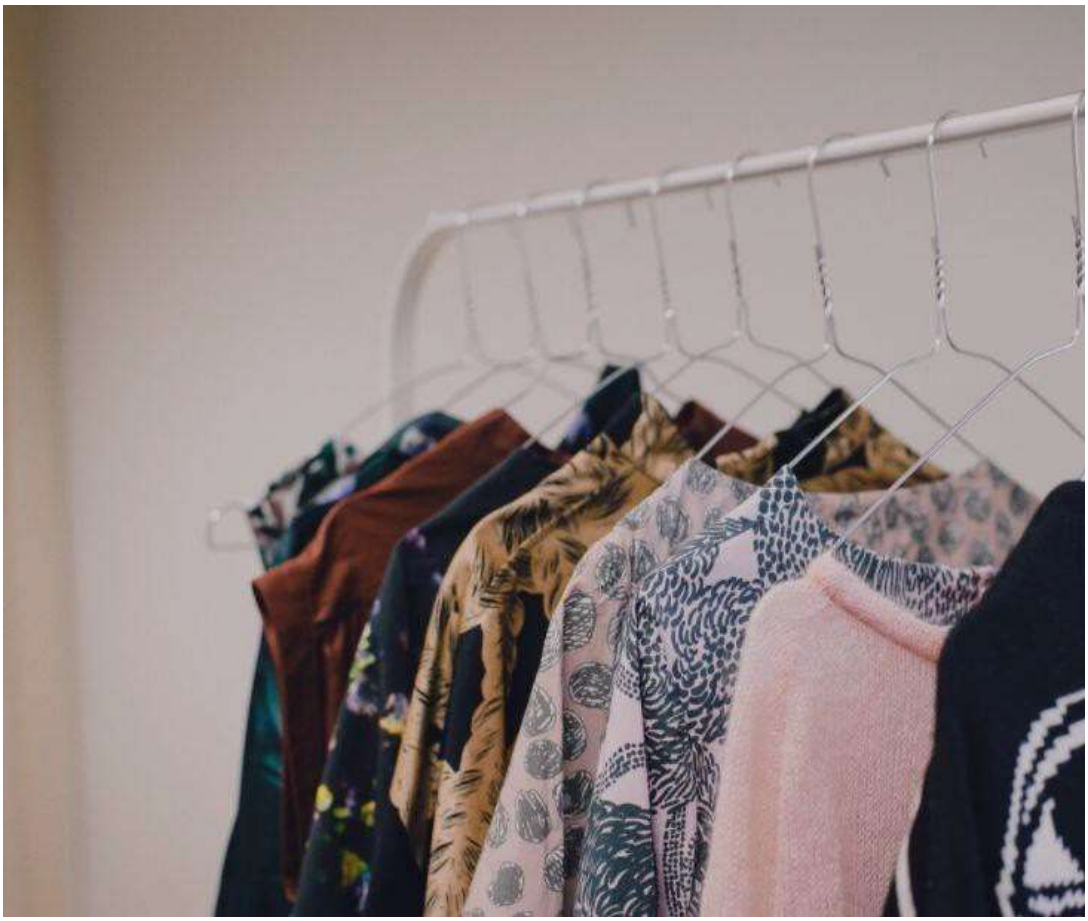


Tanttu - Clothing rental service

1 - Tanttu was founded in early 2019.

Co-funded by the Erasmus+ Programme of the European Union

Clothing rental service **Tanttu** is an enterprise that was started by two women from Seinäjoki in February 2019. Its owners are **Johanna Rintamäki** and **Heidi Hirvilammi**. Both of them have a different day job, but on each week on Wednesday nights and once a month on Saturday the clothing rental service is open for customers.

The current consume culture drove them to examine their own consumption and as a result of this reflection they decided to start providing their own service that would reduce the usage of environmentally unfriendly "fast fashion" by *giving an alternative to the continual buying of new clothes*.

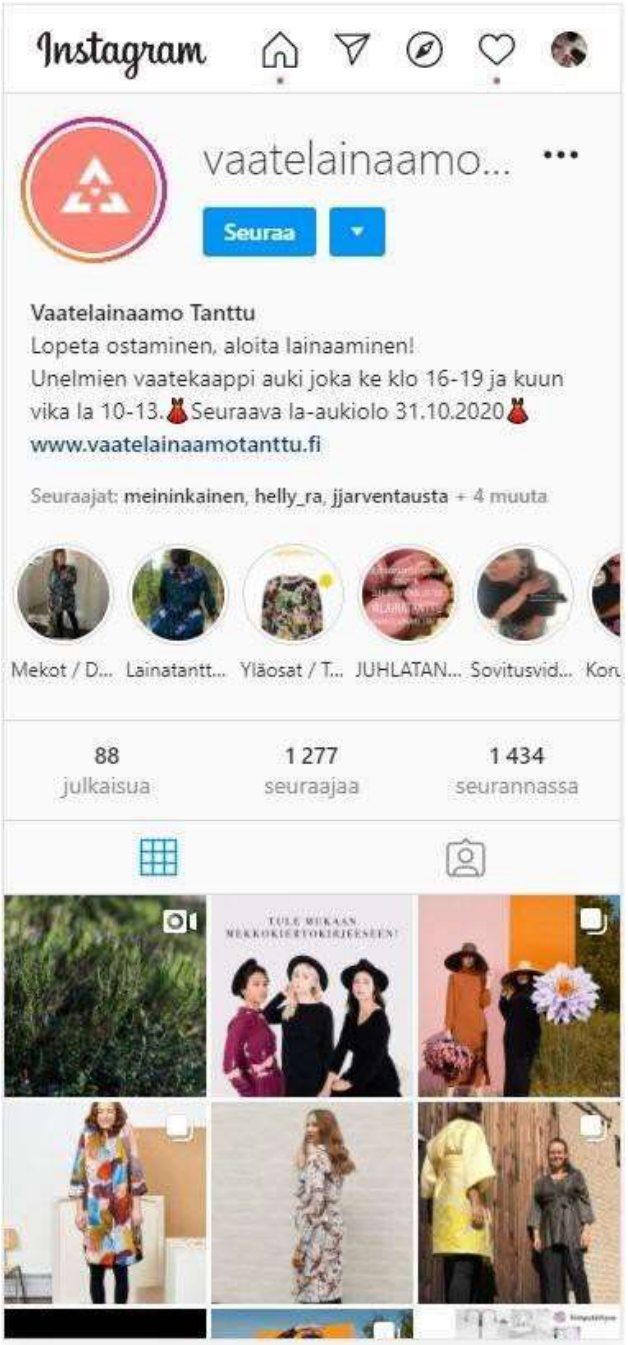
Co-funded by the Erasmus+ Programme of the European Union

Their store borrows clothes from **Finnish design brands and they only stock clothes that have a clearly traceable and sustainable production process**. Almost all of the brands they provide to customers come from smaller women led Finnish enterprises. Their business idea revolves around the theme of sustainability and responsibility on several levels. From the beginning these values were the ones they wanted their business operations to be built upon. They themselves feel that in addition values, sustainability in business is about making choices, taking action, and setting goals.

2- Customers can come to Tanttu every Wednesday. Tanttu is also open Saturday once every month.

Co-funded by the
Erasmus+ Programme
of the European Union

3 - Tanttu clothes come from Finnish designers. All the brands have their production in Europe (Finland, Estonia or Portugal).



4 - Follow @vaatelainaamo_tanttu

5 - Tanttu is active in social media, especially in Instagram.

6 - The founders Johanna and Heidi are passionate about their business.

7 - Instagram: @vaatelainaamo_tanttu

From Tanttu, you can lend Finnish designer brands and jewellery either by one-time loan or through a membership. When a person lends clothes, theyare responsible for making sure that the clothes and jewellery are in a condition where they can be lent to the next person. After they have returned the clothes, the customers can then borrow new ones.

The price of one designer dress you will get weekly changing wardrobes for half a year!

If you do not want to become a member, you can also loan clothes with a one-time purchase. One - time purchase costs 45€ and for this price you can lend two items for a week. There are different types of memberships and they vary also in length and benefits. The enterprise has now operated for two years and during this time the customers have discovered the new service well and many have become long- term users of the service. In addition to business, the entrepreneurs have also gained new friendships through the business.

Co-funded by the Erasmus+ Programme of the European Union

1 - See the video and learn about what Tanttu is all about (in Finnish). ***Stop buying - start lending.***

---

www.vaatelainaamotanttu.com

https://www.instagram.com/vaatelainaamo_tanttu/

https://www.facebook.com/vaatelainaamotanttu/

Co-funded by the Erasmus+ Programme of the European Union

Tanttu - Clothing rental service

Clothing rental service Tanttu is an enterprise that was started by two women from Seinäjoki in February 2019. Its owners are Johanna Rintamäki and Heidi Hirvilammi. Both of them have a dif...

Go to this SWAY

Co-funded by the Erasmus+ Programme of the European Union