



Publicity Kit

Everything you need to know!!!



A B O U T M E

Hi! I am Catherine Rauers, founder of The College Closet.

As a recent graduate from Clemson University and a current MBA student at Western Carolina University, I have always had a passion for entrepreneurship and creativity. From the time I started college until now, I rented clothes from my personal closet to college friends for game day, formals, date nights, and other occasions. While this business model was a great way to help other students and earn some money on the side, I soon noticed that there were quite a few difficulties involved. Firstly, since I lived off of campus, many of the college students did not have the means to pick up items. Additionally, the process of scheduling was hard to manage, and there were not many opportunities to try on items before renting them.

From this experience, I got an idea to develop a concept of The College Closet, the store where students can choose and try on trendy clothes.



COMPANY BACKGROUND

The inspiration behind The College Closet came from personal experience of renting clothes to other students at Clemson University. From my freshman year onwards, I have witnessed first-hand the difficulties in coordinating the delivery of rented clothes, conflicting schedules, and the struggle for customers to try on the outfits prior to renting.

The College Closet will address all of the issues above through creating a fashion rental store located downtown within walking distance that allows students to view, try on, and rent trendy clothing items for any event. My vision is to make fashion accessible, convenient, and environmentally friendly, providing students with an opportunity to look good without having to pay for items that will be worn once.

PRODUCTS & SERVICES

Game day outfits

Formal and cocktail dresses

Recruitment outfits

Graduation dresses

Date-party outfits

Accessories

Same-day rentals

Dressing rooms

Styling assistance

Future online reservations

Our Core Message

Fashion should be affordable, convenient, and sustainable. The College Closet gives college students access to stylish clothing for every occasion without the cost of purchasing outfits they'll only wear once.

What Sets Us Apart

Walkable downtown location

Same-day availability

Try-on experience

Student-friendly pricing

Clemson-specific inventory

Sustainable rental model

THE COLLEGE CLOSET

Company Fact Sheet

Founded
2026

Founder
Catherine Rauers

Location
Downtown Clemson, SC

Business
Fashion rental boutique for college students

Mission
To provide affordable, convenient, and sustainable fashion rentals that help students look their best for every occasion.

Target Customer
Female college students (ages 18-24) seeking stylish, budget-friendly outfits for game days, formals, date parties, graduations, and other campus events.

Products & Services
Game day outfits
Formal & cocktail dresses
Graduation & recruitment attire
Accessories
Same-day rentals
Dressing rooms
Styling assistance
What Makes Us Different

Walkable downtown location
Try on before renting
Student-friendly pricing
Campus-curated inventory
Sustainable fashion alternative

Vision
To become the leading fashion rental destination for college students, beginning in Clemson and expanding to campuses across the Southeast.

FOR IMMEDIATE RELEASE

The College Closet Brings Affordable Fashion Rentals to Downtown Clemson

CLEMSON, S.C. — College students often spend hundreds of dollars on outfits for game days, formals, date parties, graduations, and other special events, only to wear them once. The College Closet is changing that by introducing a convenient and sustainable clothing rental boutique designed specifically for college students.

Founded by Clemson University graduate and current Western Carolina University MBA student Catherine Rauers, The College Closet was inspired by her own experience renting clothing to fellow students. While there was strong demand, she recognized common challenges, including off-campus pickups, scheduling conflicts, and the inability for customers to try on outfits before renting.

Located in downtown Clemson, just steps from campus, The College Closet will allow students to browse, try on, and rent trendy clothing for every college occasion in one convenient location. The boutique will offer a curated selection of game day outfits, formal dresses, cocktail attire, graduation looks, recruitment outfits, and accessories at affordable rental prices.

"College students shouldn't have to spend hundreds of dollars on outfits they'll only wear once," said Rauers. "The College Closet makes it easy to find stylish, high-quality fashion while saving money and promoting a more sustainable way to shop."

By combining affordability, convenience, and sustainability, The College Closet offers a unique alternative to traditional retail shopping and online rental services. Students can enjoy a personalized shopping experience with the ability to try on outfits before renting, eliminating shipping delays and uncertainty about fit.

The College Closet plans to open its first location in downtown Clemson, with a long-term vision of expanding to additional college campuses throughout the Southeast.

About The College Closet

The College Closet is a fashion rental boutique created for college students. The business provides affordable, stylish clothing rentals for game days, formals, date parties, graduations, and other campus events. With a focus on convenience, sustainability, and student-friendly pricing, The College Closet helps students look and feel their best without purchasing outfits they may only wear once.

Media Contact

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THANK YOU!

