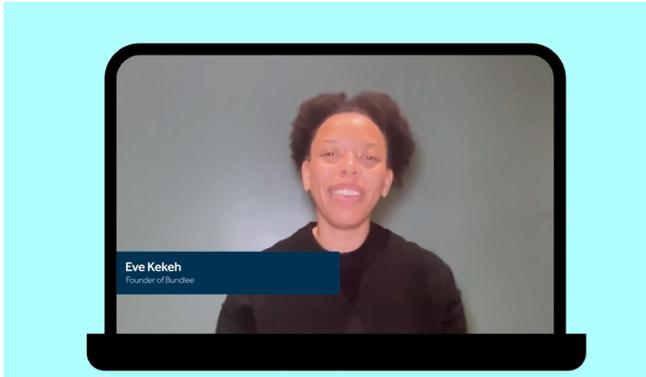


Entrepreneurs and sustainability

Eve Kekeh: Founder of Bundlee



Hi, I'm Eve Kekeh and I'm the founder of Bundlee. Bundlee is the UK's first rental service for kids clothes. We're here to give families a way to access quality clothes while saving space, saving time, saving money.

I got the idea for Bundlee when I tried out this women's wear rental service and it was the first time I had even heard of renting clothes.

But I loved it. It was a great way to get like amazing quality clothes. At a much better price, way better for my student budget, so it just seemed like such a natural fit to pair the rental model with childrenswear.

It's fastest fashion and it's an area that hasn't had much innovation. It means that the more we grow, the more customers we get, the bigger the impact we have.

So that's really, really motivating for me and my team because we know that everything we're working towards is helping to make a difference.

And now we've actually completed over 80,000 clothing rentals, which feels really good because it feels like we're really making a difference in the industry.

Technology's been so important to Bundlee's growth. We're a rental service in the kidswear space, this hasn't been done before, so we've had to build out a lot of our own technology and software to make the model run smoothly.

So we built our own inventory management software and we use that, so that stock can go to a customer. The customer can use it. They then send it back to us, we professionally clean and also sanitise it, and quality control it and then we can send it to the next customer.

The software and system we built around inventory management has attracted big brands to work with us, so we now have an amazing array of brand partners available for parents to rent on Bundlee.

Being an entrepreneur has been such a journey of growth for me, from starting Bundlee to where I am now, I can see that I've really developed my skills. So I've developed my creativity. I've massively developed my resilience and it's just amazing that as much as I've been able to build a business model, building like myself as a better leader.

And I think for people wanting to build a business, I would really advise, think about the impact that you want your business have and have that in the core of your business because that's going to help motivate you through the tough but also the good days.