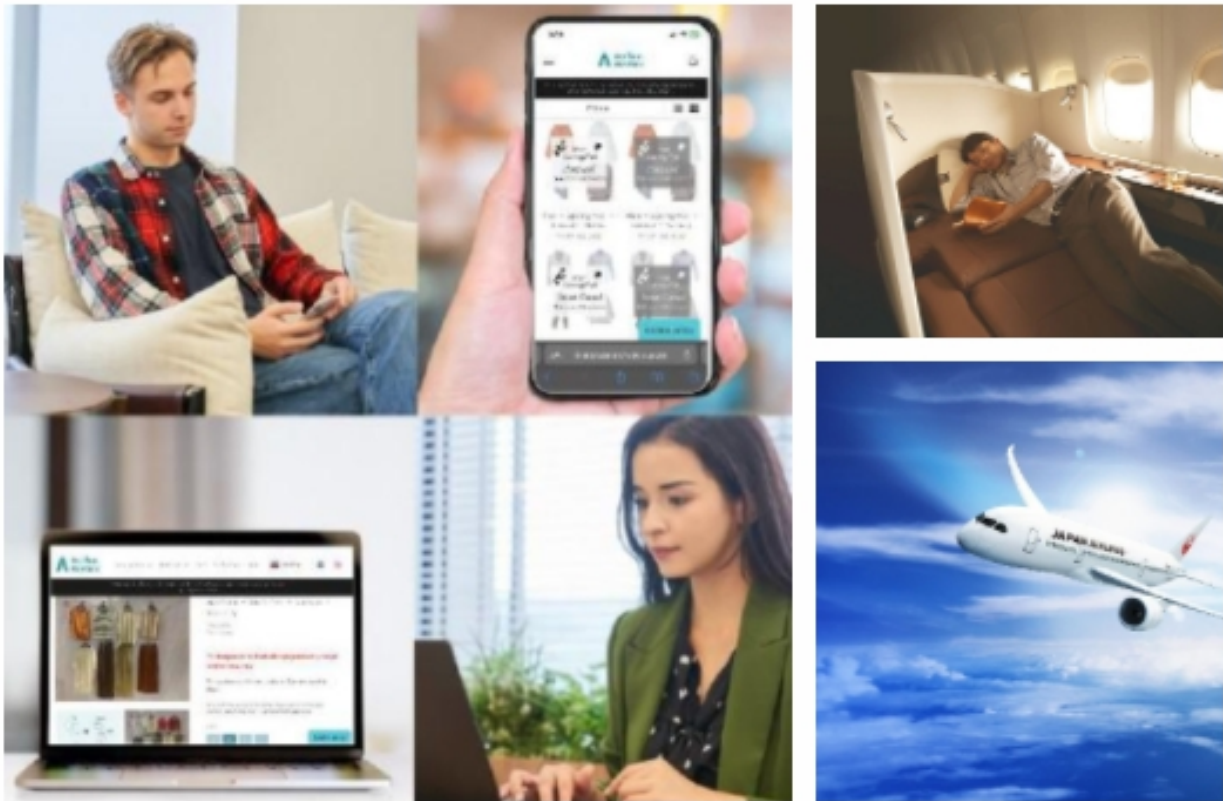


# JAPAN AIRLINES LAUNCHES CLOTHING RENTAL TRIAL FOR ECO-FRIENDLY TRAVEL

News / Airlines



**Japan Airlines and Sumitomo Corporation will launch a trial of the "Any Wear, Anywhere" clothing sharing service for foreign tourists and business travelers to Japan who use JAL-operated flights and will measure the environmental value of using the Service. With more and more people flying again after the COVID-19 pandemic, and with the recent emphasis in sustainability, there is a growing movement around the world to promote sustainable tourism.**

Travelers increasingly desire to make more sustainable choices regarding their travel destinations, accommodations, transportation etc., they still lack sufficient options. For example, most travelers now enjoy eating at restaurants and staying at hotels at their destination, but they generally bring their own clothing from home.

The concept of the Service is therefore to provide a travel experience with minimal luggage by offering clothing rentals at the destination, thereby creating environmental value. By expanding the use of the Service, we aim to create an environment where travelers can use local options for all aspects of their clothing, food, and accommodation, transforming travel and business trips into

more sustainable experiences. In providing the Service, Sumitomo Corporation will be responsible for developing the reservation system as well as for the procurement, laundering, and delivery of clothes. All clothing items available for rent will be obtained from excess stock of apparel and pre-owned clothing, thereby promoting the concept of a circular economy. JAL will monitor changes in passengers' checked-in baggage weight and verify the reduction effect of carbon dioxide emissions by reduced airplane weight due to use of the Service.

### *Outline of the Trial*

#### *Trial period:*

July 5, 2023, to August 31, 2024 (scheduled)

#### *How to use:*

1. Visit the "Any Wear, Anywhere" reservation site:

[Anywearanywhere.store](https://anywearanywhere.store)

2. Go to the Reservation page and select the clothing set that best suits the season and purpose of your visit to Japan.

3. Enter your JAL flight booking number, the date of pickup and return of the clothing set, and information about the destination where you wish to pick up the clothing set, and make a payment.

(Note: Reservations must be made at least one month in advance. In principle, the return date must be within two weeks of the pickup date.)

4. Board a JAL-operated flight with less baggage.

5. Pick up and return the reserved clothing set at your hotel.

05 JULY 2023

#### **ARTICLE LINK:**

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