

Sustainable Designer Dress Hire Business Be.You.Tiful Goes Online

Northern Ireland entrepreneur sees rapid growth by going online



Belfast, Northern Ireland Mar 6, 2024 ([Issuewire.com](https://www.issuewire.com)) - Be.You.Tiful Dress Hire in Fivemiletown, Northern Ireland, was founded by local entrepreneur Sarah-Jane Robinson in an effort to make wearing designer dresses affordable during the cost of living crisis.

With every aspect of our social lives being documented on social media, there has never been more pressure to avoid the faux pas of being seen in the same outfit twice.

But with the rising cost of living, and an influx of gatherings and events to catch up on given all we missed during the pandemic, the pressure on our purses has never been greater.

That's where Fivemiletown entrepreneur, Sarah-Jane Robinson, has stepped up with both an online and bricks and mortar solution to provide affordable and sustainable fashion options for women through her new business, Be.You.Tiful Dress Hire, and a web store to [rent a dress online](#).

"With pictures of events such as weddings all over Facebook and other social media platforms, people don't like to be seen wearing the same thing more than once," said Sarah-Jane. "The problem, of course, is the cost. Many of the outfits people wear for weddings cost hundreds of pounds, and we spend that kind of money knowing that the dress will probably lie at the back of a wardrobe after just one wear.

"My 'light-bulb moment' came from a conversation with my sister-in-law who had been invited to three weddings in the space of a week and who did not know how she could find affordable outfits for all three."

With a mission to help and a passion for fashion, Sarah-Jane sourced outfits that suited her sister-in-law perfectly, both in terms of her style and her budget.

"That made me think that there must be more people out there who I can help like this," she said. "I absolutely love shopping, and I'm really good at it too, so I know how to go about getting designer

pieces at a fraction of their retail price.”

Her background in the beauty industry helped not only in terms of building up suppliers’ contacts but also in getting feedback from her clients who quickly assured her she was on to something. However, the key for Sarah-Jane is delivering a one-to-one bespoke service based on the needs of each individual customer.

She continued: “The beauty of my business is I can do whatever you need to suit you and your budget. If you want to purchase, I can source options at a fraction of the high street cost. If you want to hire, I have over 300 dresses you can choose from and can help you get to know what works for you. If you want to [sell dresses](#), I can help you do that too!”

As she embarks on this new venture, Sarah-Jane is hopeful that she can not only offer affordable solutions to people seeking wardrobe inspiration but in doing so that she will be playing her part in making fashion more sustainable.

[Be.You.Tiful Dress Hire](#) is situated at Unit 1, The Buttermarket, Fivemiletown, BT75 0PW, Northern Ireland and the online store can be found at <https://dresshirenorthernireland.co.uk>. The business [hires dresses across the UK](#).

For further information or to arrange an interview, please contact Sarah-Jane Robinson at +44 7748 632499 or send an email to sales@dresshirenorthernireland.co.uk.

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