



WHITE PAPER · v2.1 · MAY 2026 · CONFIDENTIAL

The Post-Hormuz Wardrobe.

How a peer-to-peer rental marketplace becomes inevitable in summer 2026.

Operated by ZYON FOUNDATION

Delaware C-Corporation · Ibiza, Spain · rented.live



"Helping humanity save the world while looking absolutely Unique-Chic!" — Q DeRHINO



Executive Summary

RENTED is a peer-to-peer clothing and accessories rental marketplace, launching in **Ibiza for summer 2026** and operated by **Zyon Foundation** (Delaware C-Corporation). Residents list the wardrobes already on the island; visitors rent them. Stripe Connect handles escrow, deposits, and payouts. A pooled, self-insured Protection Plan absorbs the long tail of damage claims.

Three shocks have made this the inevitable summer for circular fashion: (1) a planet-scale environmental ledger that fast fashion can no longer hide; (2) the **February 2026 Strait of Hormuz disruption**, which cut shipping traffic by roughly 70% and pushed polyester, freight, and finished-garment prices into a forecast 10–18% summer premium versus 2025; (3) a generation of travellers who already prefer access over ownership in mobility, music and housing — and who arrive in Ibiza for ten days needing eight outfits they will never wear again.

Ibiza summer 2026 is the cheapest, cleanest, most photogenic moment in history to choose rental over retail. RENTED is the rails that make it happen.

70%

Hormuz shipping traffic lost (Feb 2026)

+25%

Polyester price shock (Teijin / Filatex)

10%

of global CO₂ from fashion

15M

garments dumped in Accra, weekly



The Fast-Fashion Reckoning

Fast fashion is not a style. It is an extraction industry that bills the planet and the Global South for clothes worn an average of **seven to ten times**. A decade of glossy ESG reports has not moved a single one of the numbers below in the right direction. Most have gotten worse.

The environmental ledger

- **10% of global CO₂ emissions** come from the apparel and footwear industry — more than international aviation and maritime shipping combined.
- **141 billion m³ of fresh water** are consumed every year by textile production. A single cotton T-shirt takes ~2,700 litres — three years of one person's drinking water.
- **Microplastic shedding**: a single polyester wash releases up to 700,000 fibres. 35% of all ocean microplastics originate from synthetic textiles.
- **92 million tonnes of textile waste** are generated globally each year. Less than 1% is recycled into new garments.

The human ledger

- **Rana Plaza, 24 April 2013**: 1,134 garment workers killed when an eight-storey factory complex collapsed in Dhaka. Thirteen years on, the audit regime that missed the cracks in those walls is the same regime that certifies most of the racks in European high streets.
- Garment workers in Bangladesh, Cambodia and Myanmar earn **1/5 of a living wage** (Clean Clothes Campaign, 2025).
- Forced-labour cotton from Xinjiang continues to enter Western supply chains via third-country laundering.

The Accra ledger

Every single week, 15 million unwanted Western garments arrive at Kantamanto market in Accra, Ghana. 40% are unsellable on arrival and dumped — burned in open pits, washed into the Korle Lagoon, or piled into the *Obroni Wawu* mountain visible from space.

This is what a single Saturday-night outfit, worn once and donated, becomes. RENTED is built on the proposition that the same outfit, worn ten times by ten different women across one Ibiza summer, is morally and economically obvious.



The Strait of Hormuz Shock

FEBRUARY 2026 — Strait of Hormuz disruption

Following the escalation of the Israel–Iran war into open naval conflict, the Strait of Hormuz lost approximately 70% of its commercial shipping traffic for nine consecutive weeks. Insurance war-risk premia for VLCCs transiting the Gulf rose 18x pre-shock levels. The petrochemical inputs that feed the global polyester and nylon industry — overwhelmingly routed through Gulf refining — entered structural shortage.

What it did to fast fashion's cost stack

- **Polyester filament: +20–30%** at the mill gate (Teijin, Filatex public price sheets, Mar–Apr 2026).
- **Nylon 6 chip: +28%**; viscose staple +14% on knock-on energy costs.
- **Container freight Asia–Europe: +15–25%** (Drewry WCI, eight-week rolling).
- **Bunker fuel** on rerouted Cape-of-Good-Hope voyages adds 12–18 days transit and ~\$1,800/FEU.
- **Forecast retail impact:** summer 2026 Ibiza fast-fashion racks 10–18% more expensive than summer 2025.

18x

Gulf war-risk insurance premium

9 wks

of disrupted Hormuz transit

+18 d

Cape reroute extra transit time

+18%

Forecast Ibiza retail premium

Why this matters for RENTED

For the first time in the modern fashion era, **buying new is materially more expensive than renting**, and the gap is widening by the week. The post-Hormuz premium turns the moral argument for circular fashion into a financial one. A €380 dress at retail in Ibiza this June is a €38–€55/day rental on RENTED. After two wears, the lender is in profit. After five, the renter has saved more than the price of her flight.

The Hormuz shock did to clothing what 2008 did to mortgages: it exposed the real cost of a system everyone knew was broken. RENTED is the off-ramp.



Why Ibiza, Why Her

Ibiza is the highest-velocity fashion market per capita in Europe. **3.3 million visitors** per summer (INE 2025); average stay 8.4 nights; average spend on going-out wardrobe €420 per trip — almost all of it on items worn once and abandoned in hotel-room suitcases or shipped home unworn.

The Queen on the demand side

She is 24–42, single or travelling with friends, lands at IBZ on a Thursday with one carry-on and a calendar of seven nights — Pacha, Hi, DC10, Ushuaïa, a boat day, a Formentera lunch, a closing-night dinner at La Granja. She does not want to buy seven dresses. She does not want to wear the same thing twice on the grid. RENTED is the only product on the island that solves both.

The Queen on the supply side

She lives on the island year-round or owns a finca she visits five months a year. Her wardrobe contains €40,000–€250,000 of designer pieces — Alaïa, The Attico, Magda Butrym, Jacquemus, vintage Cavalli — that she has worn once. RENTED turns that closet from a sunk cost into a 60–85%-margin micro-business that pays its own rent. Our **Founders 50** programme reserves the first fifty supply slots for the island's most influential closets, with a €75-per-qualified-rental override and a 12-month earnings runway.

3.3M

Ibiza summer
visitors / yr

8.4

Avg nights
per stay

€420

Avg single-trip
going-out spend

50

Founders-50
Queen seats

Geographic moat

Ibiza is a 572 km² island. Logistics that would defeat a continental rollout (condition reports, hand-offs, return windows) collapse to a 25-minute scooter ride. Same-day delivery is geographically inevitable, not a feature we had to build. From Ibiza we expand to Mykonos, Saint-Tropez, Mallorca, Capri and Tulum — every Mediterranean island that shares the same wardrobe-density-to-tourist-density ratio.



Product, Trust & Unit Economics

The transaction

- Lender lists item, sets daily rate, deposit tier, and instant-book or request-to-book.
- Renter books; Stripe authorises rental + deposit hold (50% of retail under €1,000; 75% above).
- Pre-rental and post-rental **condition reports** with timestamped photo evidence are mandatory and signed by both parties.
- Funds release to the lender's Stripe Connect Express account within 48h of post-rental sign-off.
- Disputes are routed through a Trust & Safety queue with a 48h SLA and on-island courier escalation.

The Self-Insured Protection Plan

A portion of our 15% service fee funds a pooled Protection Fund managed by Zyon Foundation — the same model Airbnb deployed in its first three years before underwriters would touch the asset class. If damage exceeds the deposit, lenders claim against the pool: **€200 (Bronze)**, **€500 (Silver)**, **€1,000 (Gold)**, scaling with lender tier and rental volume. The pool is reinsured at the portfolio level from cohort 200 onward.

Unit economics (illustrative — €180 daily rental)

	€	%
Gross transaction value (renter pays)	180.00	100.0%
Stripe processing (~1.8% + €0.25)	(3.49)	(1.9%)
Platform service fee (15%)	(27.00)	(15.0%)
→ Protection Pool contribution (3%)	(5.40)	(3.0%)
→ Operations & T&S (7%)	(12.60)	(7.0%)
→ Affiliate / Founders override (5%)	(9.00)	(5.0%)
Lender net payout	149.51	83.1%

Compared with the post-Hormuz retail equivalent (~€440 for the same dress new), the renter saves **59%**, the lender earns **€149.51 per night**, and the planet keeps one more dress out of the Accra pile.



Roadmap, Compliance & Manifesto

12-month roadmap

- **Q2 2026** — Ibiza launch with 50 Founders-50 Queens, ~1,200 listed items, instant-book live.
- **Q3 2026** — Crown the season: 8,000 GMV transactions, full Trust & Safety dashboard, on-island courier.
- **Q4 2026** — Off-season Mediterranean expansion: Mykonos, Mallorca and Saint-Tropez supply onboarding.
- **Q1 2027** — Tulum + Miami winter season, Series A on three-island GMV evidence.

Compliance posture

- EU rental-law compliant terms, Spanish consumer-law cooling-off carve-outs documented.
- GDPR Article 30 records, EU-only data residency on Lovable Cloud.
- Stripe Connect Express handles KYC, AML, sanctions screening and tax reporting at the platform level.
- Trust & Safety case-management system live from day one with founder-level escalation.

“Your wardrobe is a marketplace. Ibiza first. Mediterranean next. Planet always.”

Manifesto

We were told that owning more was the same as living more. We were sold polyester dresses sewn by women earning a fifth of a living wage, shipped across oceans on bunker fuel, worn once at a wedding, and donated to a market in Accra where 40% of them are dumped before nightfall. Then the Strait of Hormuz closed, and the lie got expensive. RENTED is the answer the planet has been waiting for: the wardrobes already on the island, in circulation, paying their owners' rent, and never crossing an ocean again.

“Helping humanity save the world while looking absolutely Unique-Chic!”

— Q DeRHINO, Founder · Zyon Foundation

Sources & references available on request. Figures cited: UNEP (2024) Global Status Report on Fashion; Ellen MacArthur Foundation (2023); McKinsey State of Fashion (2025); Drewry WCI (2026); Teijin and Filatex public price sheets (Mar–Apr 2026); Clean Clothes Campaign (2025); INE Ibiza visitor statistics (2025); Or Foundation Kantamanto report (2024).