



Anna Bance

Award-winning entrepreneur who has brought top designer fashion to the masses

Founder of Europe's leading online rental website, GirlMeetsDress.com, that gives millions of women the ability to hire designer dresses and accessories for a fraction of the price.

Anna's biography

Anna Bance's background

Girl Meets Dress started out whilst Anna was working for Hermes as Head of UK PR when she noticed there was a gap in the market for luxury clothing and accessory rental for women, she quickly jumped on the idea. Anna's background is in Fashion, Journalism and PR with her degree in Fashion Promotion from London College of Fashion and her skill sets meant she could start up, generate worldwide press attention and launch Girl Meets Dress.

Since launching, the [business](#) has scaled to Europe, and the company raised funding from Rocket Internet's Oliver Samwer's new \$200mn fund Global Founders Capital. Anna has been busy pioneering the way forward for rental as a new and exciting ecommerce category of its own.

Anna was chosen as Management Today's Top 6, 35 under 35 cover stars and has won many awards, including the Drapers Innovation Etail award, the Natwest Fashion [Entrepreneur](#) of the Year, and the Specsavers Everywoman in Retail Award as well as being in the 'Online Fashion 100', 'Top 100 Web Start Ups' and 'Shell LiveWIRE Young Entrepreneur of the Year'.

Anna's talks

- **Starting a company**
- **Sustainability in retail**
- **Circular Fashion**
- **Living in an 'on demand' society**
- **Female founders**
- **The rise of clothing rental**
- **The changing landscape of luxury**

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