



POP-UP, PORTABLE DRESSING ROOM SOLVES MULTIPLE CHALLENGES ON THE ROAD

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Contact: Chris Sandberg (562) 799-1555

Rancho Dominguez, CA - Tour managers know the challenges of finding adequate facilities for talent and crew while on the road, particularly in providing staging at outdoor or non-theatrical venues. Rent What? Inc., an entertainment rental house specializing in theatrical curtains, pipe and drape systems and concert supplies, has created an innovative [portable dressing room](#) that solves multiple needs, simply and affordably.

“This has been a significant boon to any number of our rental customers,” said Rent What? partner Megan Duckett. “We created this portable dressing room to solve the problems of one customer and immediately discovered how many exceptional applications it has, from dressing room to tech area to green room.”

Indeed, the portable dressing room has already been used on the 2010 tours of Glee, Jay-Z and Conan O’Brian. It has also been utilized for numerous special gala events, premiere openings, and outdoor theatrical events such as Shakespeare in The Park. In addition, several venues have rented multiple units for long-term use, including the Nokia Theater in Los Angeles, California.

“We went the whole path, thinking through the assembly, the rolling cart, the accessories and the shipping. We wanted a complete package, and something that doesn’t look like one of those garden tents or swap meet booths that have been the only solution until now. It had to be professional, practical and made exclusively for real productions,” added Duckett.

How does the portable dressing room function? In less than two minutes, a complete 8’ x 8’ workspace, including lighting and mirror, can be set up anywhere. The dressing room’s pop-up assembly is built on a heavy duty industrial frame, and is lined with opaque, water-resistant Roadura fabric milled especially for Rent What? by drapery manufacturer and sister company, Sew What? Inc. The self-lined material is black on the outside, white on the inside, making it suitable for backstage, soundstage or outdoor use. The dressing room’s portability is readily evident, as it’s easily transported with its own compact wheeled case, and is sized to ship by most major shipping services including FedEx.

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About Rent What? Inc.

- Committed to providing an ultimate experience in both [drapery rental](#) products and customer service, Rent What? Inc. is proud to be woman owned and operated. The firm, located in Rancho Dominguez, CA, has set the stage for artists including Beyonce, R Kelly, Nickelback and Demi Lovato. In addition to its large inventory of Inherently Flame Retardant stage drapes, traveler tracks and portable dressing rooms, the southern California drape rental company is widely regarded for its basic pricing schedules, innovative damage waiver policy and fast and friendly service. For more information on renting portable dressing rooms, contact Rent What? Inc. at (310) 639-7000 or visit www.rentwhatinc.com.

About Sew What? Inc.

Sew What? Inc., is a theatrical and stage draperies manufacturer located in Rancho Dominguez, CA. It is well-known for its dramatic [theatrical backdrops](#) used in major rock concerts, top fashion shows and other artistic staged venues. The drapery company also produces pipe and drape systems for trade shows and special events. Sew What? Inc. has received numerous awards for business and innovation, including the *Dell/NFIB Small Business Excellence Award* as well as *PC Magazine's SMB 20 Award* for technological innovation for small and medium-sized businesses, and was featured on the 1000th cover of *Rolling Stone*. For information, contact Sew What? Inc. at (310) 639-6000, or visit www.sewwhatinc.com.

