

Annaka Brewer

24 March 2020

Writing assignment: pitching

To: elizabeth.l.cline@gmail.com (Elizabeth Cline)

Subject: Thrifting with a garbage sense of style–litter(ally)

Anavrin is partnering with Goodwill to help eliminate the amount of clothing and plastic that pollute our oceans, take hundreds of years to decompose and kill marine life.

Nearly 100% of clothing can be recycled, yet 85% of used clothes still go to national landfills. Anavrin is taking the left-over clothes that Goodwill cannot sell combined with plastic that isn't being recycled to make more sustainable clothing articles. By 2050, there will be more synthetic microfibers and plastic in our oceans than fish if we don't make responsible purchasing decisions.

Number of plastic bottles Anavrin uses to make:

- | | |
|-------------------------|-----|
| ● T-shirt | 10 |
| ● Ski Jacket insulation | 14 |
| ● Sweater | 63 |
| ● Sleeping bag | 114 |



Don't hesitate to contact me for more information!

All the best,

Annaka Brewer

Anavrin | Public Relations

Email: arb0092@auburn.edu

Phone: 251.408.1727

<https://wellmadeclothes.com/articles/FollowTheseEthicalFashionJournos/>

<https://www.elizabethclinebooks.com/about>

To: r.a.wicker@gmail.com (Alden Wicker)
Subject: It's a trashy party and you're invited

Anavrin is making sustainable clothing through a partnership with Goodwill that decreases the amount of microfibers and plastic in our oceans by reprocessing clothing and avoiding landfills.

The average closet life for clothing is three years and about 0.1% collected by take-back programs is recycled into new textile fibers and the remaining goes to national landfills. Plastic visibly pollutes our oceans while microfibers also known as microplastics, are not visible to the naked eye.

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<https://craftsmanship.net/eco-fashions-animal-rights-delusion/>
<http://www.aldenwicker.com/articles>

To: hello@jasminchua.com (Jasmin Malik Chua)
Subject: Jasmin, let's talk trash-plastic pollution solutions

Anavrin is skipping the landfills and making sustainable articles of clothing through recycled plastics and teaming up with Goodwill to repurpose un-recycled clothing.

Nearly 100% of clothing can be recycled, yet 85% of used clothes still go to national landfills where it can take over 200 years to decompose. Landfills emit methane which is a gas that is more potent to the environment than carbon.

In the ocean plastic is visible while microfibers also known as microplastics, are not visible to the naked eye. By 2050, there will be more synthetic microfibers and plastic in our oceans than fish if we don't make responsible purchasing decisions.

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