



patagonia®

Sheri Donahue

March 7th, 2021

Analysis:

Client Summary:

Patagonia is an outdoor clothing and gear retailer which has been providing sustainable and quality products since 1973. Patagonia encourages their consumers to get outside and enjoy their favorite activities while being well equipped for whatever the elements might throw at them. The company's mission statement, "We're in business to save our home planet," highlights sustainability as Patagonia's major founding principle. Currently, they are leaders in the fashion industry when it comes to using recycled materials and eco-friendly production practices. They have also worked to extend the life of all their products through the Worn Wear program, which allows consumers to bring in old Patagonia products to either be repaired, re-sold, or recycled.

Situation Analysis:

Patagonia's strengths lie in their transparency when it comes to the materials which are used to create their products, and consumers feel better about purchasing products which are sustainably sourced. They have a very good relationships with the media, as many publications praise them for their forward thinking and groundbreaking initiatives. One article advised luxury brands to follow the example of the "Patagonia Paradox", as Patagonia famously advised consumers to buy less of their clothing, which actually led to more sales as people were attracted to the message they stood for. Patagonia's Worn Wear program has also been very successful with both consumers and the media, as they encourage people to repair, re-sell, or recycle their Patagonia items.

Recently, more and more people are turning to second-hand stores or websites to find unique items which contribute very little if at all to the carbon footprint. Thrift stores and apps like Depop have skyrocketed in popularity by offering often affordable and one-of-a-kind pieces. Patagonia's current offering of sustainable clothes are neither very affordable or one of a kind—the media has remarked on how their fleece vests and down jackets have become the uniform of professionals in the tech and finance industry; workers from Wall Street to Palo Alto are all wearing the same thing. Patagonia wants to expand their offering of sustainable options to meet the demand as people are making more conscious buying decisions when it comes to clothing, while also providing unique pieces for those who want to stand out from the crowd.

Solution:

The launch of Patagonia's ReCrafted collections serves as an opportunity to meet the increased consumer demand for unique, secondhand clothing. This collection also continues Patagonia's promise to promote sustainably and to dissuade consumers from purchasing fast fashion items by encouraging sustainable fashion alternatives. According to a study from McKinsey Consulting, 67 percent of consumers consider the

use of sustainable materials as an important purchasing factor, and 63 percent consider a brand's promotion of sustainability as an important purchasing factor. Patagonia is well positioned as a brand which consumers would consider purchasing from due to their dedication to sustainable practices. The size of secondhand clothing industry has been growing exponentially in the last 10 years and is set to exceed the size of the fast fashion industry by 2029, according to a 2020 report from ThredUp. This is evidence that there is a shift in consumer preferences towards sustainable fashion, and brands like Patagonia. The ReCrafted collection will also make use of the old Patagonia products which have been donated to the Worn Wear program, preventing these items from going to waste. The items upcycled in this collection are provided by consumers, therefore the cost of material is free, and this collection will create a new stream of revenue for Patagonia.

Each ReCrafted piece is one-of-a-kind as they are all made from different Patagonia pieces, giving them a unique and special flair. Consumers who purchase secondhand clothing from thrift stores or sites like eBay and Depop like the fact that there is only one of these items being sold. Fast fashion brands often produce large quantities of each style; therefore, multiple people are bound to purchase the same clothing items. With thrifted or upcycled items, consumers are guaranteed that their items are unique or that the original quantity which was produced has been diluted over time. The pieces in the ReCrafted collection differ from the products in Patagonia's main collection, providing new silhouettes and "re-imaginings" of their iconic pieces, like their down jackets and vests. Fans of Patagonia seek out rare colorways and patterns of clothing items like fleece pullovers, and the ReCrafted collection's uniqueness will draw a similar appeal.

Single Overriding Communication Objective:

Patagonia's ReCrafted collection embodies the company's mission of sustainability while also meeting the rising consumer demand for unique, secondhand clothing items.

Public Relations Specialist:

The documents contained in this media kit are examples of work I would produce if I am hired by Patagonia as their Public Relations Specialist. I look forward to sharing my work which has been backed by my knowledge of public relations and of the client itself. If hired, I would diligently apply my expertise and creative problem-solving skills in order to craft compelling and effective solutions for Patagonia.

Defending the Enclosed:

1. **Backgrounder**, “Patagonia, Inc.”. Printed.
 - a. Intended audience: *The New York Times*, Alexandra Zissu, info@alexandrazissu.com, contributor to the style section.
 - b. Defense: This document will provide important information about Patagonia as a company and emphasize their values in order to support the news release.
 - c. Goal: Even though Patagonia is a fairly well-known company, summarizing the information into one document will make it easier for Alexandra Zissu to include background details in her story, if she wants to.
2. **Fact Sheet**, “Patagonia ReCrafted Collection”. Printed.
 - a. Intended audience: *The New York Times*, Alexandra Zissu, info@alexandrazissu.com, contributor to the style section.
 - b. Defense: This document supports the news release by explaining important facts about the ReCrafted collection in succinct points.
 - c. Goal: This document highlights the important facts about Patagonia’s ReCrafted collection which might be necessary to include in any articles or stories publicizing the launch.
3. **News Release**, “Patagonia is Leading the Upcycled Clothing Trend”. Printed.
 - a. Intended audience: *The New York Times*, Alexandra Zissu, info@alexandrazissu.com, contributor to the style section.
 - b. Defense: This document expands on the message of the SOCO by describing how the ReCrafted collection is in line with their mission statement.
 - c. Goal: Publicizing the launch of the ReCrafted collection will drum up awareness for not only the line itself, but for Patagonia’s sustainable production practices as well.
4. **Media Advisory**, “Patagonia ReCrafted Pop-Up Store Opening”. Printed.
 - a. Intended audience: *The New York Times*, Alexandra Zissu, info@alexandrazissu.com, contributor to the style section.
 - b. Defense: This document announces the details of the ReCrafted pop-up store opening in concurrence with the launch of the collection, drawing attention to Patagonia’s sustainable fashion.
 - c. Goal: The goal of this document is to encourage coverage of the event and publicity of the Recrafted line, while also promoting consumers to seek sustainable alternatives to fast fashion.
5. **Feature Story**, “How to Fight Fast Fashion”. Printed.
 - a. Intended audience: *The New York Times*, Choire Sicha, choire.sicha@nytimes.com, editor of the style section.
 - b. Defense: This feature story describes the negative impacts of fast fashion, while advising consumers to purchase sustainable fashion from brands like Patagonia.
 - c. Goal: The goal of this feature story is to be published in the style section of the New York Times in order to meet the target audience of consumers concerned with fashion and sustainability.

Backgrounder



FOR IMMEDIATE RELEASE

January 19, 2021

FOR MORE INFORMATION:

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Patagonia, Inc.

Patagonia, Inc. was founded in 1973 by outdoor enthusiast Yvon Chouinard in Ventura, California, where they are currently headquartered. Originally an outfitter for rock climbing gear, Patagonia has since expanded its offering to provide clothing and equipment for outdoor activities such as hiking, backpacking, camping, mountain biking, fishing, running, yoga, skiing, snowboarding, and surfing. Their products include down jackets, fleece pullovers, t-shirts, shorts, pants, backpacks, sleeping bags, hats, swimwear, and wetsuits.

Patagonia's mission is "We're in business to save our home planet," emphasizing the company's dedication to making sustainable business decisions. Patagonia does their part to reduce carbon emissions, landfill waste, and water usage during production and they use recycled materials to create their products. The company promises durable products and encourages their customers to get the full lifetime use of their items. Patagonia created the Worn Wear program to support clothing repairs and to serve as a second-hand market for their products.

Patagonia also supports humanitarian causes and ecological preservation by donating 1% of their gross sales to their non-profit partners. The company has over 70 retail locations and employs over 3,000 people worldwide.

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Fact Sheet



FOR IMMEDIATE RELEASE

January 19, 2021

FOR MORE INFORMATION:

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Patagonia ReCrafted Collection

WHO:

- Patagonia is an outdoor clothing and gear retailer which champions sustainable production practices in order to reduce the negative impact on the planet.

WHAT:

- The ReCrafted collection is a line of “upcycled” clothing made from old Patagonia pieces which were donated to be recycled by the companies Worn Wear program.
- Patagonia wants to end the unethical and unsustainable practices associated with fast fashion such as sweatshops, low wages, and excess waste.
- Fast fashion is a business model where companies produce massive quantities of low-quality, trendy clothing items and sells them for extremely low prices.

WHEN:

- The ReCrafted collection will be released on February 1st, 2021 in concurrence with the opening of the ReCrafted pop-up store.

WHY:

- Patagonia aims to create a line of one-of-a-kind clothing items which are also sustainably made in order to meet consumers demand for ethical fashion.
- This is also in an effort to reduce the massive consumption of fast fashion and minimize its destructive effects, which is in line with Patagonia’s mission statement: “We’re in business to save our home planet.”

HOW:

- Patagonia will publicize the release of this collection and the opening of the pop-up store while also raising awareness about the negative impact of fast fashion and encouraging the adoption of sustainable fashion through press releases, articles, feature stories, advertisements, and events.

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News Release



FOR IMMEDIATE RELEASE

January 26, 2021

TO: Alexandra Zissu
New York Times

FOR MORE INFORMATION:

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Patagonia is Leading the Upcycled Clothing Trend

VENTURA, California — Patagonia has released a line of “upcycled” clothing called ReCrafted which incorporates old Patagonia pieces into new articles of clothing. Upcycled clothing has grown in popularity recently and people are more invested in finding sustainable options for what they wear. Scraps of unused fabric and old clothing pieces are combined to create unique pieces, bringing new life to old clothes without creating any additional waste. Most companies would send these products straight to the landfill, but Patagonia has come up with an innovative solution by deconstructing and repurposing them. The purchase of upcycled clothing not only diverts these scraps of fabric and unwanted clothing from the landfill, but also promotes ethical buying decisions by replacing fast fashion products.

Alex Kremer, who oversees the program as the director of Patagonia’s Worn Wear, explained, “We were inspired by our customers who creatively repair clothes, as well as the many artisanal upcyclers who make beautiful products out of waste. ReCrafted was our effort to upcycle at scale.” Along with the ReCrafted collection, Worn Wear offers support for product repairs as well as a marketplace for second-hand Patagonia items. Clothes in the Recrafted Collection are made from old Patagonia items which have been given back to the company and could not be resold, repaired, or recycled.

Patagonia makes an effort to practice sustainable clothing production, whether it is by using recycled materials in their new products, or creating upcycled ones for their customers. Their upcycled clothing has been proven to be especially successful as products in their ReCrafted collection often sell out, and they are constantly creating new designs. These products can be purchased online on Patagonia’s Worn Wear webpage.

Since 1973, Patagonia has been dedicated to providing functional clothing and gear to customers for a wide range of outdoor activities, while championing sustainable production practices. Patagonia has over 70 retail locations and employs over 3,000 people worldwide.

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Media Advisory



FOR IMMEDIATE RELEASE

January 28, 2021

TO: Alexandra Zissu
New York Times

FOR MORE INFORMATION:

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Patagonia's ReCrafted Pop-Up Store Opening

Patagonia is excited to announce the grand opening of a ReCrafted pop-up store in Boulder Colorado on February 1st, 2021 to showcase the launch of the new ReCrafted collection of upcycled clothing and to promote sustainable fashion alternatives.

WHAT:

- Patagonia recently released their upcycled clothing line called ReCrafted and plans to highlight this release with a pop-up store for the collection.
- One-of-a-kind pieces from the line will be on display at the pop-up.
- Alex Kremer, director of Worn Wear program, will be present for questions and interviews about his launch of the ReCrafted collection.
- Designers of the collection will be hosting demonstrations of the upcycling process, showing how donated clothing items are turned into ReCrafted pieces.

WHO:

- Patagonia is an outdoor clothing and gear retailer which champions sustainable production practices in order to reduce the negative impact on the planet.

WHERE:

- 1630 Pearl Street in Boulder, Colorado.

WHEN:

- Opening is 10 am on February 1st, 2021.
- Pop-up will be open 10 am – 5pm everyday through June 1st, 2021.

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How to Fight Fast Fashion

Is the answer hanging in your closet?



By Sheri Donahue

Feb. 2, 2021

Fast fashion has become a major problem in recent years, as its destructive effects have been killing our planet. But what is fast fashion, and why is it so bad? Essentially, fast fashion is a business model which relies on quick production timelines in order to create as many items of trendy clothing for as cheap as possible.

You might be familiar with some of fast fashion's biggest peddlers: Forever21, H&M, Zara, and new brands which are strictly online, like Shein or Fashion Nova. These companies bank on consumers loving fads, but in order to take advantage of these temporary trends, they have to act quickly. This means sacrificing good business practices and ethics along the way, as well as creating immense waste. Known for using sweatshops and preying on third world countries where labor laws are lax, these fast fashion retailers don't care how the clothes get made, as long as they are made at the lowest cost. Often, these clothes are made from low-quality materials, but their trendiness will probably wear off before they start falling apart at the seams.

Not only does fast fashion profit off paying their workers next to nothing, but the process in itself is polluting our planet. According to the World Resources Institute, this industry alone produces 1.2 billion tons of carbon dioxide annually, whether it be from the factories which create the clothes, or the emissions from transporting them all over the world. Millions of gallons of water are wasted in the fast fashion manufacturing process, and toxic chemicals and dyes often seep into the waterways in the densely populated areas near the manufacturing plants, poisoning the local water supply.

There are many solutions to this problem. Being aware of which companies are fast fashion is the first step to avoiding them and reducing the negative impact. Switching to shopping ethical brands which are transparent about their production process and sourcing of materials is a good way to make a positive change in the industry.

Patagonia is a good example of a company which prides itself on ethical practices when it comes to making their clothing, and a majority of their fabrics are made of recycled materials. They also take donated clothing and turn it into up-cycled items to divert waste from

the landfill and to extend the life of these products. Buying these up-cycled clothes or shopping second-hand like at thrift stores or on Depop, you can do your part to reduce the number of new clothes created. By donating the clothes in your closet to a second-hand retailer instead of just throwing them away, you can extend the life of these items, and help fight fast fashion.

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