

The Patagonia logo, featuring the word "patagonia" in a bold, black, lowercase serif font, with a registered trademark symbol (®) to the upper right of the final 'a'. The logo is centered within a white rectangular box.

patagonia®

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PATAGONIA

- Founded in 1973 in Ventura, California
- Emphasize quality and sustainability
- Worn Wear program: repair, re-sell or recycle

**We're in
business
to save
our home
planet.**

patagonia



SITUATION ANALYSIS

Strengths:

- Durable clothing
- Leader in sustainable production

Weaknesses:

- High price point
- Few unique designs

Opportunities:

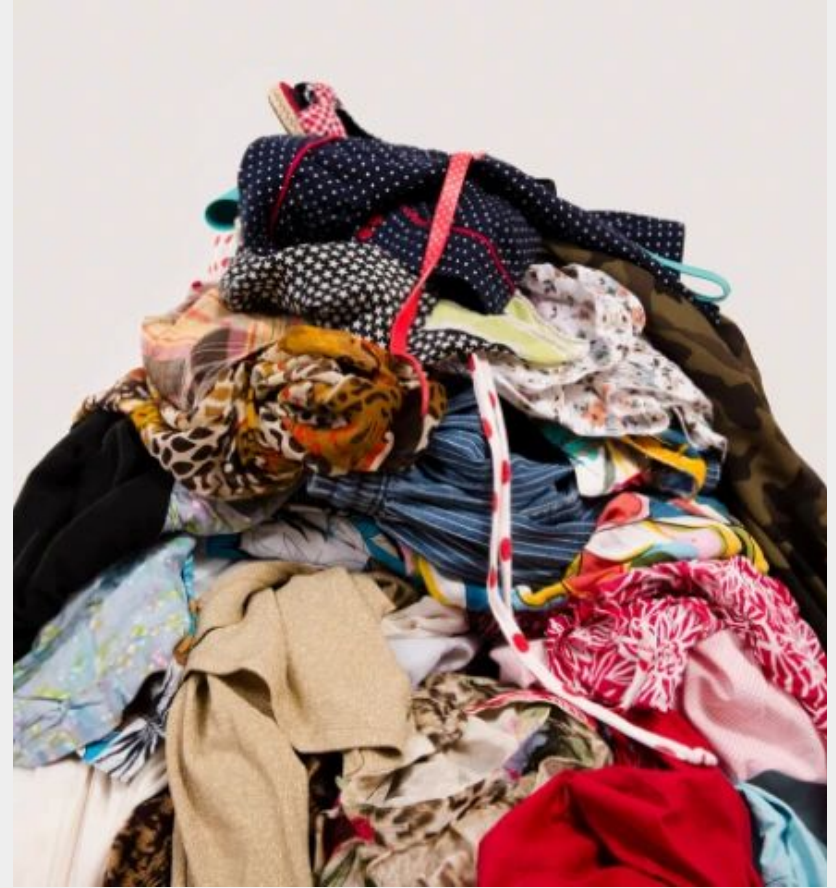
- Consumer demand for one-of-a-kind secondhand clothing

Threats:

- New Competitors (Everlane, Reformation)

FAST FASHION

- Large quantities of cheap, trendy clothing
- Wasteful consumerism
- Examples: Forever21, H&M, Zara, Topshop

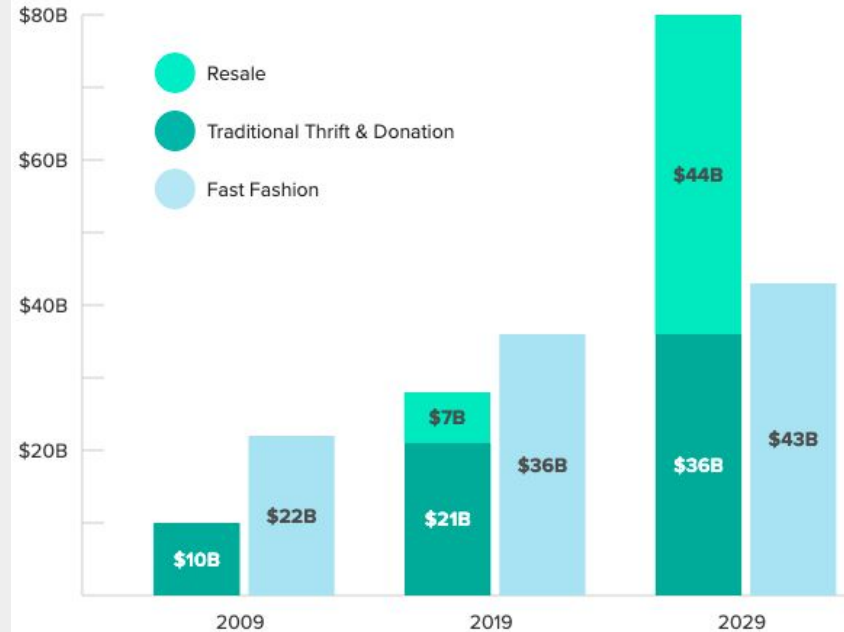


MARKET ANALYSIS

Consumers' important purchasing factors:

- 67% said use of sustainable materials
- 63% said a brand's promotion of sustainability

Total secondhand market projected to exceed fast fashion by 2029



SOLUTION

The ReCrafted collection:

- Items donated to Worn Wear
- Create one-of-a-kind clothing pieces
- In line with Patagonia's mission of sustainability
- Divert waste from landfills



SOCO

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



NEWS RELEASE

“Patagonia is Leading the Upcycled Clothing Trend”

- Announces launch of ReCrafted collection
- Alex Kremer, Director of Worn Wear: “ReCrafted is our effort to upcycle at scale.”



MEDIA ADVISORY

“Patagonia’s ReCrafted Pop-Up Store Opening”

- Learn more about the ReCrafted collection
- Opening 10 am on February 1st, 2021
- Located in Boulder, CO



FEATURE STORY

“How to Fight Fast Fashion”

- New York Times style section
- Educate readers on fast fashion
- Patagonia as a sustainable alternative
- Highlights ReCrafted collection

How to Fight Fast Fashion

Is the answer hanging in your closet?





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Thank You!

Any Questions?