

# AMP and Patagonia Worn Wear

To Market Analysis and Breakdowns.

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# The Past is Future.

AMP/ Pentagonia Worn Wear have created a strategy built on the idea of “What is used can be new again” by inspiring consumers to be hands on refurbishers.

A campaign filled with new creative ways to market and promote the business by traveling direct to consumers around the country and giving them an experience with the concept of repair and reuse.

By approaching every growing demographics who are more frugal with funds, style and not as drawn to popular brands but their comfy wears they treasure. Worn Wear embraces the idea of not everything should be discarded, but the concept of fabric lives on beyond its age.

# Room for Growth/Reengagement

With a model as inclusive as this there are still holes as far as a presence into underserved communities where this idea could flourish.

The site also is not showing a very diverse group of people ( from employees to customers) which could also limit people of color interest once visiting the site to feel welcomed, included, seen and become involved.

A short list of diversely funded companies can also further their statement of the imposed 1% tax to sustain the environment and communities would be helpful.

A college student component would be well received as students would fit perfectly into this model. As with limited budgets repairing current wears would be a great concept for them to be more aware of.

## AMP/ Pentagonia Worn Wear Objectives.

### AMP/ Pentagonia Worn Wear

With being a B2C business it is in a unique space as few companies are doing what they are doing in this space with its initial “We come to you” “touch the merchandise” model.

Focus on clean working conditions in factories. And fair hiring practices.

Implementing a Bio-Diesel-converted Dodge truck with beautiful wood touches they also have environmental protection in mind as they travel the country. to reinvigorate the hands on approach many ancestors undertook to repair clothing to continue wearing. Including their 1% of sales to help the environment with over 140 million already donated.

## Taylor Stitch Competitor:

Taylor Stitch is a refurbish and resell company. Which at the moment TS only resells its own produced garments and not letting customers bring in their own and to refurbish.

They also send customers to outside companies to refurbish any garments that aren't TS brand. Potentially losing customers to these outside entities.

Worn Wear surpasses this competition by giving hands on experiences to customers by coming to you in your space of comfort ( town, outlets etc..

While also keeping a clean environment component ( its bio-diesel vehicles and 1% environment tax) they show they care about more than just the bottom line but a sustainable healthy future. Which many customers love in the current age of organics and preservation

# Various Channels and Techniques

## Channels:

Direct to consumer

Social media presence  
/posting/shares

Testimonials/reviews.

Traveling in Biodiesel vehicle

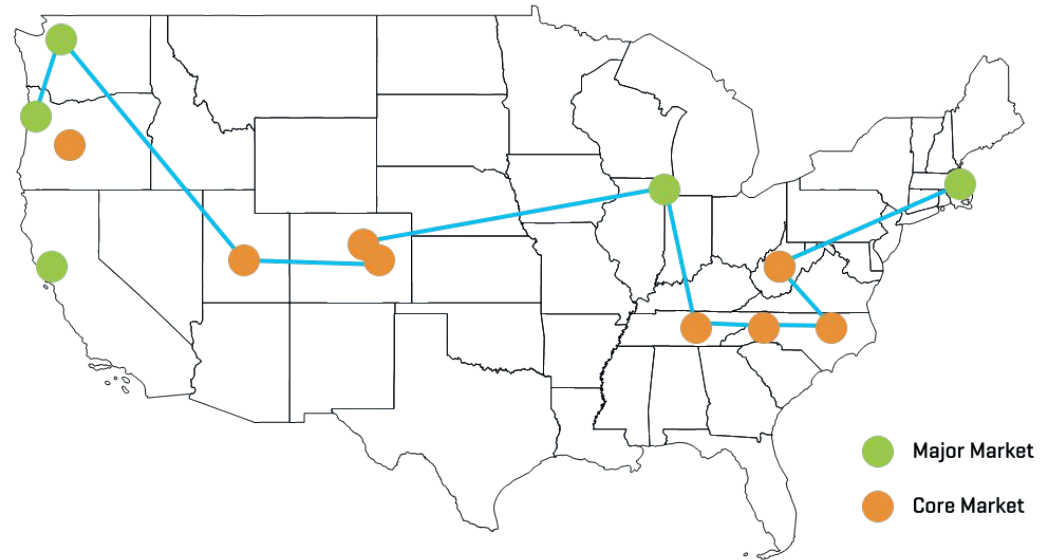
Content strategist to document the journey and experiences

Heavy social media presence showing each stop and the faces of those involved with the process of the repair and reuse model in practice.

Implementing a 1% tax on itself which provides support to environmental nonprofits working to defend our air, land and water around the globe. A further driver of new consumers who share that belief of planet preservation.

# B2C Traveling Techniques

With an ambitious 45 day, 5K mile journey covering over 21+stop with a 90% increase of merchandise sales from face to face consumer interactions the landing page views have risen by 70K percentage because of this traveling effort.



# Staying social

With a strong social media presence covering funding for like minded organizations globally, emphasis on inclusive programs, A strong consistent base of supporters who share on a regular basis at a high rate. Great customer feedback by those customers sharing pictures and reviews as well.

Analytics:

Twitter: 557.4k+ Followers

Instagram: 161K+ Followers

Facebook: 1,788,113 people have liked their business page.

patagonia

