



Patagonia: Establishing the Path to Sustainability

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Key Obstacles In the Industry

Within the fashion industry, numerous issues within it are affecting our world today. They can range from...

- ❑ *Depletion of Resources*
- ❑ *Climate Change*
- ❑ *Labor Exploitation*
- ❑ *Pollution*
- ❑ *Destruction of Wildlife*



A Global Future in Peril: Why Sustainability is Essential

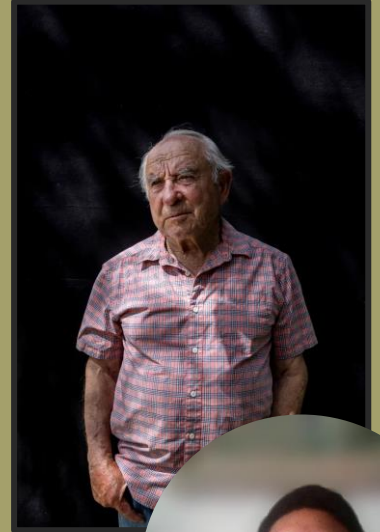
Why sustainability?: To preserve the resources of our planet that are slowly becoming scarce becoming sustainable is an absolute must no matter the cost. Becoming sustainable has numerous amounts of benefits such as...

- Promotes the three R's Reduce, Reuse, and Recycle.
- Helps to combat climate change by reducing greenhouse gases.
- Assist in preserving natural resources such as minerals, water, soil, and many others.
- Aid in avoiding massive amounts of non-biodegradable materials that have built up in landfills and oceans that can harm ecosystems in the long run.



Overview Of Patagonia

- ❑ **Company Headquarters Location:** Ventura, California
- ❑ **Founder:** Yvon Chouinard (1973- 2022) (Right)
- ❑ **Current CEO:** Ryan Geller (2020- current) (Left)



Mission Statement

Patagonia has a set of core values. They consist of...

- ❑ **Quality:** "Build the best product, provide the best service and constantly improve everything we do" (Patagonia, 2024).
- ❑ **Integrity:** "Examine our practices openly and honestly, learn from our mistakes and meet our commitments" (Patagonia, 2024).
- ❑ **Environmentalism:** "Protect our home planet" (Patagonia, 2024).
- ❑ **Justice:** "Be just, equitable and antiracist as a company and in our community" (Patagonia, 2024).
- ❑ **Not bound by convention:** "Do it our way " (Patagonia, 2024).



Fairtrade Issues



- Patagonia apparel is created in 14 different countries from the United States to China and even Mexico!
- Apparel creation is a mixture of both machine work and Manual labor.
- They mention they take pride in working with an assortment of manufacturers as well as ensuring they can maintain a living wage for all its employees.
- They also stated how they take the opportunity to "improve environmental performance in five key areas of the production process: resource productivity, consumer safety, water emissions, air emissions, and occupational health and safety" (Patagonia, 2024)



Sustainability within Patagonia



- Patagonia is eco-friendly as they are certified B Corp and Fair Trade Certified (Editors, 2024).
- They have stated that "For Spring 2024, 98% of our styles use recycled materials. Switching to recycled allowed us to avoid 8,500 metric tons of CO₂e, enough to power more than 1,070 homes for one year in the United States" (Patagonia, 2024).
- It is a combination of hand and machine-made with the same goal in mind creating long-lasting sustainable clothing.



Business of Patagonia

- Patagonia is quite sustainable from a business and financial perspective as they are a brand known for having an expanding market, well-built brand loyalty, and a persistent source of income. Additionally, Patagonia possesses considerable growth potential, especially via spreading into new markets, broadening its product offerings, and promoting innovation.
- The price range for their items can consist of **\$30** to about **\$400**



Men's Boulder Fork
Rain Jacket
Price: **\$229**



Men's Micro D®
Fleece Jacket
Price: **\$99**



Women's '73 Skyline
Responsibili-Tee®

Price: **\$45**



Market Demographic of Patagonia

- People who shop from Patagonia are normally ones who enjoy the outdoors/ nature, have a disposable income, are environmentally conscious, and support brands that support sustainability.
- Now when it comes to price compared to other brands regarding jackets for example it can consist of...



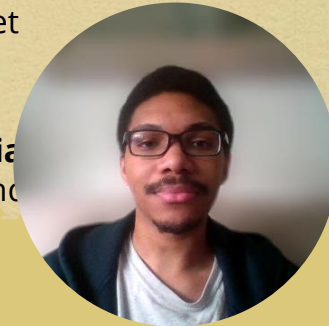
Brand: **Arc'teryx**
Men's Atom Jacket
Price: **\$280**

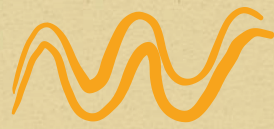


Brand: **The North Face**
Men's TNF™
Packable Jacket
Price: **\$200**



Brand: **Columbia**
Men's Hikebound
Price: **\$80**





Thank you!



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