

EVERLANE by Musarat Merchant

Sustainability has to do with caring both about a planet and its people. One major problem that I think that the fashion industry is facing right now is that we are depleting our natural resources day by day. Fast fashion companies like H&M, Zara, and Forever 21 are wasting a lot of raw materials, but energy and resources every single year that they are in the business. According to my source, “these fast fashion companies produce 2 million tons of waste per year” and these companies waste about 2.1 million tons of carbon dioxide and 70 million tons of water per year! (The Business of Fast Fashion/ YouTube). These clothes don’t even last for about two years as they are made with poor quality materials and this is why there is a high need for sustainability in our fashion industry!

So, the company that I picked is called Everlane. The company is based in California, USA. Everlane sells both women’s and men’s apparel, accessories and shoes. They believe that their customers



have the right to know what is the actual cost of their products, where they were made and by whom they were made? What I love the most about the company is that it’s all about transparency! The company’s website says that they “spend months finding the best factories around the world and these are the same factories that make clothes for our favorite designer labels. Their mission statement is “Exceptional Quality, Ethical Factories, Radical Transparency”. And they say that they believe that together all of us can make a difference!

Everlane is very transparent when it comes to where it's apparel is made by whom and how (by man or a machine) One can easily find all of this information in detail by simply going to everlane.com and by clicking "Factories" under the Drop down menu. "They (the company) visit them (factories) often to build strong personal relationships with the owners. Each factory is given a compliance audit to evaluate factors like fair wages, reasonable hours and environment. Their goal is a score of 90 or above for every one of their factories"(Everlane.com/about). They have factories in LA, all over Asia more specifically in Vietnam and even in New Delhi, Chennai in India.



I feel that as most American businesses have their factories in other parts of the world, so it's the responsibility of our American businesses to ensure that their factories in a foreign land doesn't leave a big environmental mess for the people living in there!

The product is eco friendly and is made by both hands and machine. These are the pictures of the workers in the Leather Factory of Everlane in New Delhi India

The tannery process that Everlane uses for making it's leather jackets in Chennai, India, "saves energy (and Carbon dioxide emissions) by hang – drying hides after they are dyed and tumbled. It also works with a water treatment facility to that recycles 70% of used water cleaning out contaminants by reverse osmosis".(everlane.com/factories/leather)

Everlane is also sustainable from a business and financial perspective as it is showing the actual cost and the retail markup which they add to get to a final price on their website. In addition, they do a market comparison with the price that the other companies in the industry are offering which is two to three times higher as compared to that of at Everlane's. The price range for Everlane's merchandise ranges from upto \$50 to \$150.

The market demographics of this brand are quite easy to figure out based on the styles the company is offering. Everlane is a minimalistic slow fashion brand so obviously its target customers are minimalists. Minimalists are the people who believe in the idea that "less is more" in other words instead of buying ten cheap sweaters of low to medium quality they would rather buy one good quality sweater even if it is a bit expensive because they value quality over quantity! And as we see Everlane offers minimalist times from blacks to whites, neutrals and nothing like shocking pink we can tell that it is a brand made to target a minimalist!

In my opinion, Everlane is a great brand, what I really liked about the brand is that they offer a great quality at a decent price like for example if you see their cashmere sweaters the prices depend on the necklines be it a turtleneck, crew neck or a v – neck, or in some cases it even depends on the sleeve length or if it is a cardigan it's a bit pricey as compared to the other cashmere. But \$100 for a superior quality cashmere sweater is a steal in my opinion and as a consumer I would definitely buy it's even though I myself am not a minimalist and I don't fall into their target market but sure for that price I wouldn't hesitate to spend my money because I know it's going to a right place!

In conclusion, I really like Everlane because of its caring attitude towards both the planet and it's people. I love how they are very transparent about what goes on in their factories where

be they work, who they work with? How much my product cost and everything is posted on the website so as a consumer I am really getting a value from this sustainable brand!