

Reformation



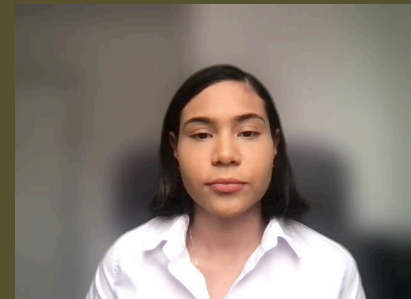
Reformation

Morelia Pena

Dr. Munroe, BUF 4246

Future Fashion and Textiles

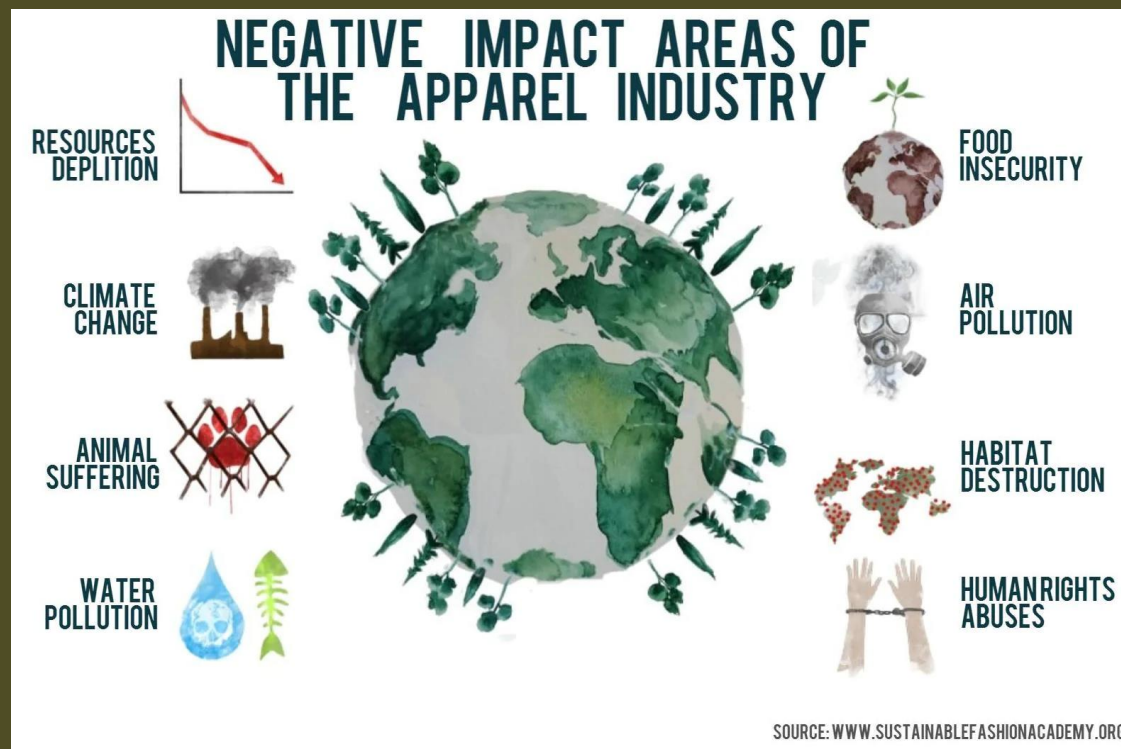
Summer 2023



What is
sustainability ?



Why is there a need for sustainability?



- Save natural resources
- Reduce carbon footprint
- Save animal lives
- Saves water
- Have fairer and safer working conditions
- Healthier planet and people



Reformation

- **Founder:** Yael Aflalo.
- **CEO:** Hali Borenstein
- Los Angeles, CA

Mission: “Reformation’s mission is to bring sustainable fashion to everyone”.



Fair trade for workers



- English as a second language classes
- Citizenship courses
- Fresh organic products
- Free rides for the metro
- Full health benefit



How are Reformation clothes made?

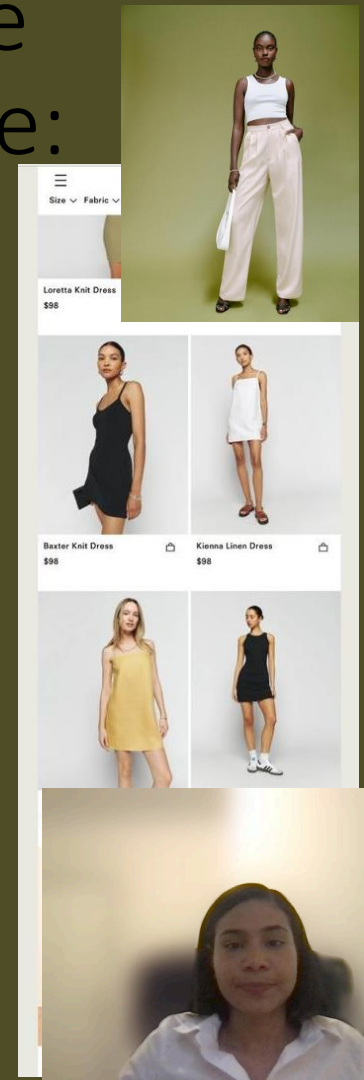
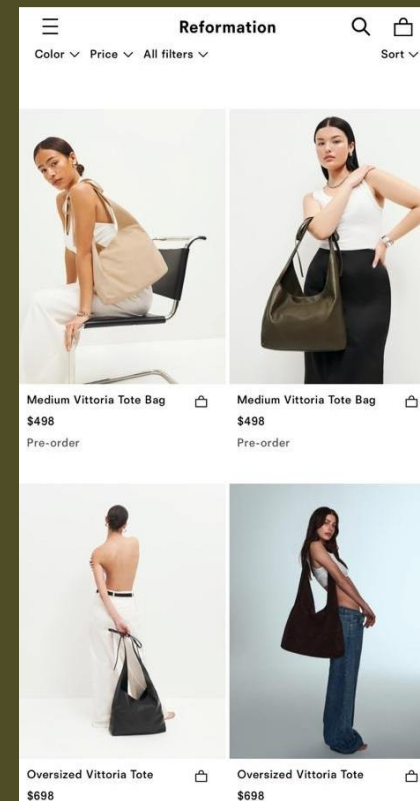


- Machine and hand sewing
- Eco-friendly fabrics
- Skilled seamstresses
- 100% Carbon neutral



Reformation is a successful brand in the business industry. Their price ranges are:

- Dresses \$98 to \$748
- Tops \$28 to \$268
- Jeans \$78 to \$248
- Sweaters \$68 to 268
- Shoes \$128 to \$548
- Bags \$248 to \$698



Market Demographic

- Women between the ages of 27 and 35
- Kaia Gerber
- Taylor Swift
- Selena Gomez
- Meghan Markle
- Katie Holmes
- Kendall Jenner
- Hailey Bieber
- J.Lo



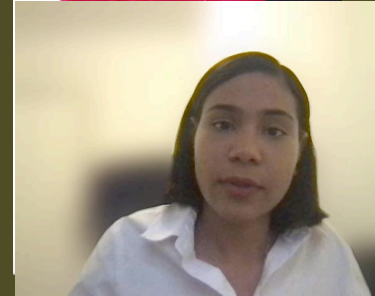
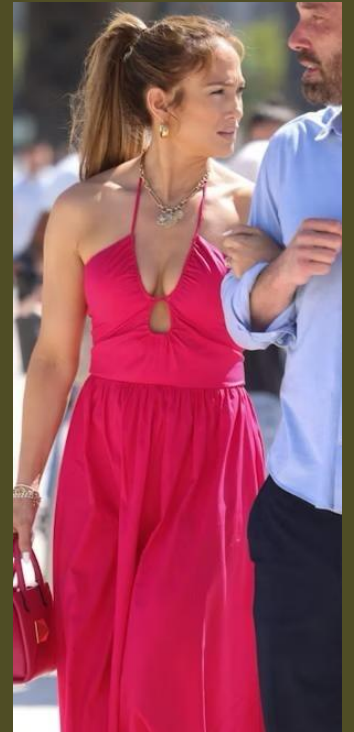
Kaia Gerber



Meghan Markle



Selena Gomez



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Thank you!

