Environmental Responsibility and Innovation and Transformation in the Apparel Industry
Quick Facts on Patagonia

- Products: Outdoor clothing and gear
- $800m in sales in FY 2016
- 2,200 employees globally; 600 in our Ventura HQ
- $79M in grants and donations
- Privately owned by the Chouinard family
Patagonia’s Mission Statement

*Build the best product.*

*Cause no unnecessary harm.*

*Use business to inspire and implement solutions to the environmental crisis.*
Apparel Industry: What were things like before? (and still are!)
Motivators for Sustainability Innovation and Transformation

- NGO Activity
- Government Regulation
- Climate Change Awareness & Consumer Green Movement
- Innovation as a Differentiator
Issues in the Apparel Sector & Patagonia’s Response

**Sustainable Material Choices**

Recycled vs. Virgin Material

Organic vs. Conventional
Issues in the Apparel Sector and Patagonia’s Response

*End of Life Choices*

Closed Loop vs. Land Fill

Quality/Durability vs. Throw Away Fashion
Issues in the Apparel Sector and Patagonia’s Response

Supply Chain Choices

Green Chemistry vs. Conventional

Responsible Factory/Farm Choices vs. Lowest Cost

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industry
textile
standard

Fair Trade: The First Step
Challenges and Hope

$ales Goals

CSR Goals

Financial

Environmental Metrics

Supply Chain Planning

Closed Loop Supply Chain

Doughnut: Enviro and Social Nexus
“You can't do business on a dead planet.”

----David Brower, legendary environmentalist and EO of the Sierra Club

Thank you!