

# OUR CONTRIBUTION TO CIRCULARITY.



«BEYOND THREADS»

30.10.2024

**patagonia**<sup>®</sup>





CHOUINARD EQUIPMENT CO.

235W.



patagonia

25 August 2023

Confidential: For internal use only

5 November 2024

Confidential: For internal use only













# WORN WEAR

• SALES & REPAIRS •











1. Is it functional?
2. Is it multifunctional?
3. Is it durable?
4. Does it cause any unnecessary harm?
5. Is it repairable?
6. Does it have aesthetic appeal?
7. Does it fit?
8. Is it easy to care for?
9. Is it globally relevant?
10. Is the product and line simple?





**patagonia**<sup>®</sup>

**WORN WEAR**<sup>®</sup>









FREE  
REPAIRS



ON THE  
ROAD

**IF IT'S  
BROKE,  
FIX IT!**

patagonia 50▶



FREE  
REPAIRS



ON THE  
ROAD

# BETTER THAN NEW

patagonia 50▶







REPAIR IS A RADICAL ACT

patagonia

We can't pay you broken but we can repair you

FREE REPAIRS ON THE ROAD

FREE REPAIRS



**WE REPAIR**  
Rusted Zippers  
Rips & Tears  
Buttons & Pulls  
GORE-TEX® garments  
patagonia

51-WS-RP

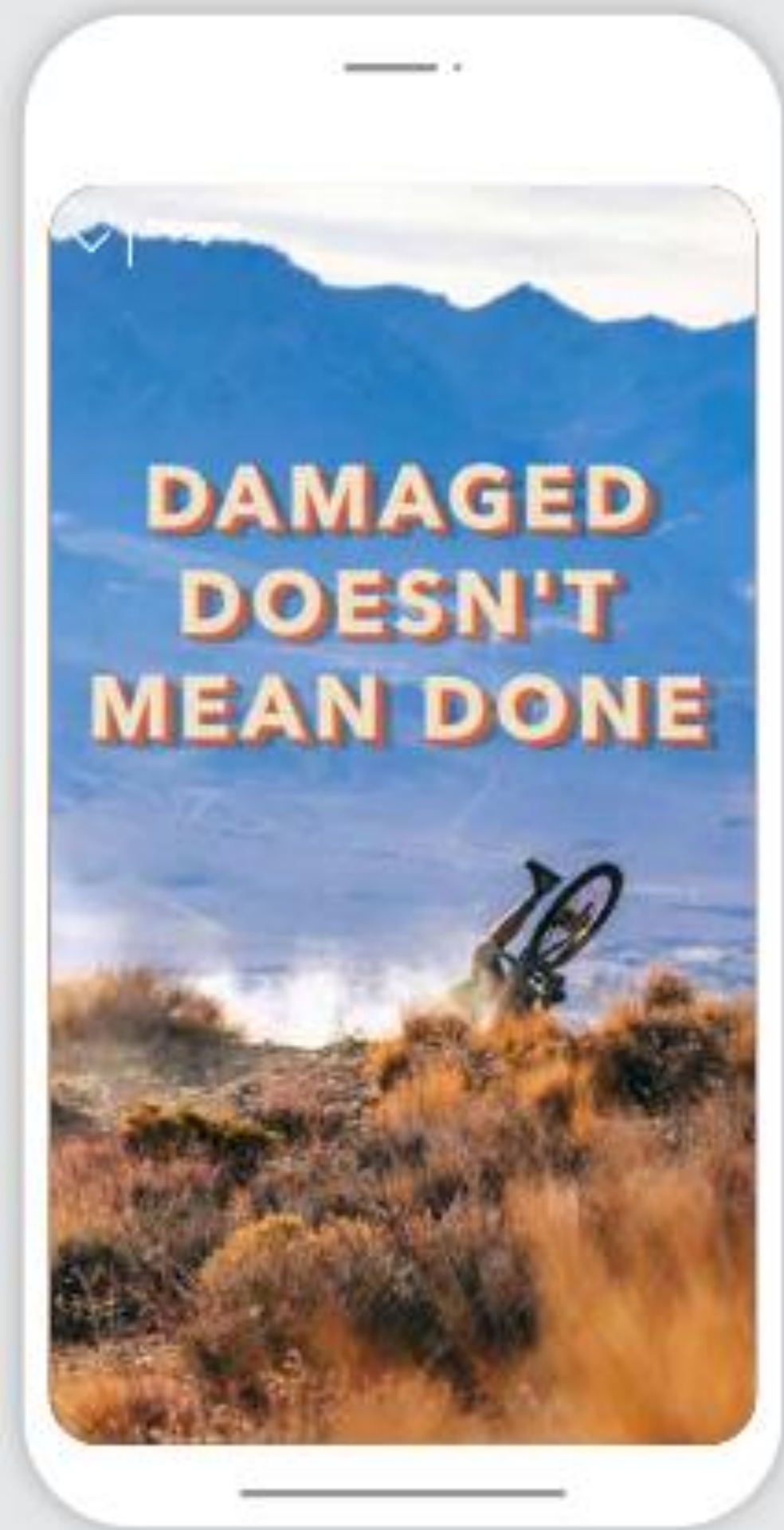












Patagonia & Worn Wear

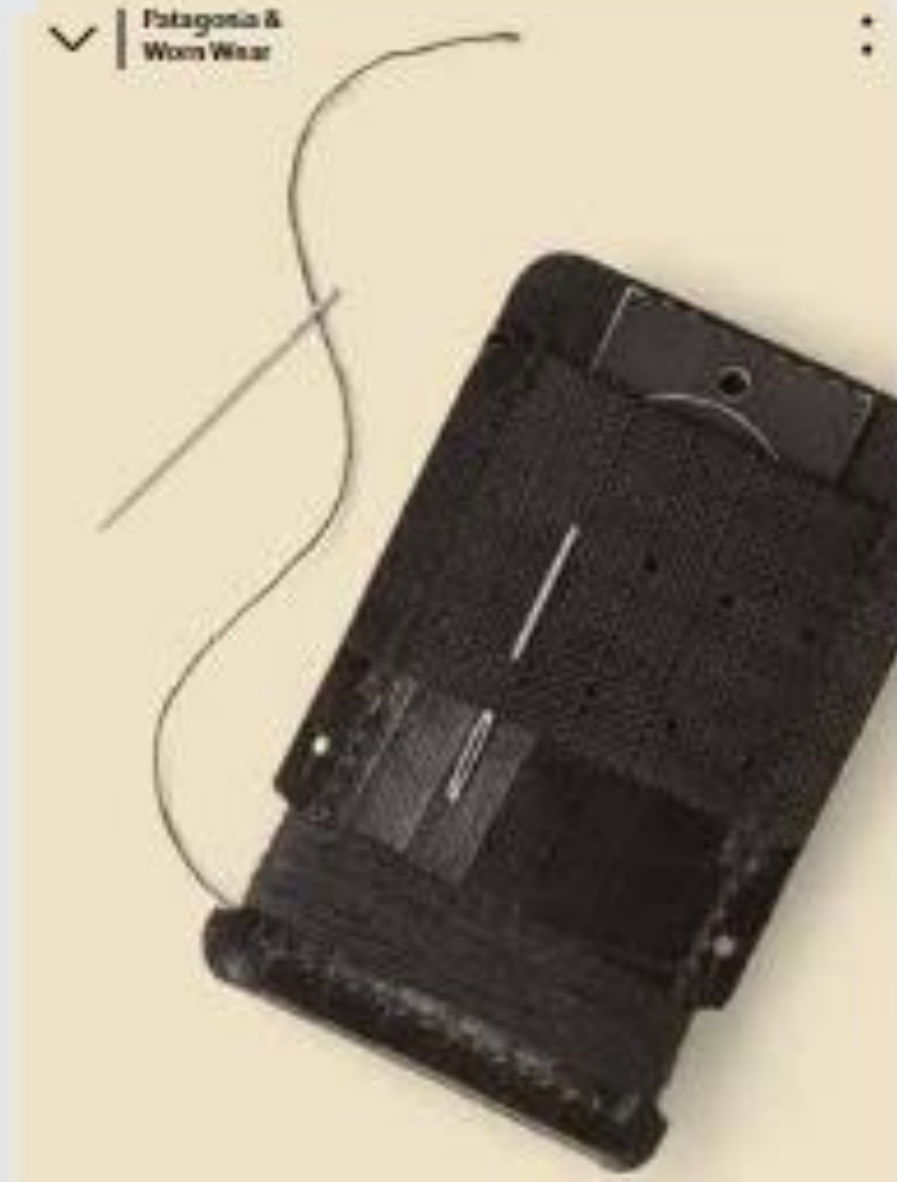


**Worn Wear Patch Kit**  
PEEL & STICK  
GEAR PATCHES

**Peel, stick, and play on.**  
PATCH KIT

Shop Now

Patagonia & Worn Wear



**Sew simple.**  
FIELD REPAIR KIT

Shop Now

Patagonia & Worn Wear

Tools not included



**Goes with you.  
Grows with you.**  
REPAIR ROLL

Shop Now

Patagonia & Worn Wear



**IF IT'S BROKE, FIX IT.**



An amazing world of repair.  
Real humans doing real cool shit.

We've been repairing customer's products for a really long time, even before the launch of our Worn Wear program. Nonetheless, Worn Wear proved to be one of the most successful marketing platforms for our brand's commitment to keeping gear in play.





This is the start of a beautiful relationship.

patagonia®



PHOTO NAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

This is the start of a beautiful relationship.

patagonia®



PHOTO NAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



PHOTO NAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Whether you buy new or used, when you choose Patagonia, you're getting our long-term commitment.



If things get rocky, we'll patch it up through our care and repair program.



We'll give you access to a full lineup of services to make sure your gear lasts.



Let's grow

patagonia®

old together.



PHOTO NAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Whether you buy new or used, when you choose Patagonia, you're getting our long-term commitment.



If things get rocky, we'll patch it up through our care and repair program.



We'll give you access to a full lineup of services to make sure your gear lasts.




Let's grow

patagonia®

old together.







**“EVERYTHING WE MAKE POLLUTES. THE MOST RESPONSIBLE THING WE CAN DO IS TO MAKE EACH PRODUCT AS WELL AS WE KNOW HOW SO IT LASTS AS LONG AS POSSIBLE.”**

**– YVON CHOUINARD**



# THANK YOU!

**VANESSA RUEBER**

COMMUNITY MARKETING AND IMPACT MANAGER

PATAGONIA SWITZERLAND

**patagonia**<sup>®</sup>

