

patagonia®

LEARN
KNOW
LOVE
PROTECT





**We're in
business
to save
our home
planet.**



CHOUINARD EQUIPMENT CO.

235W.

patagonia

25 August 2023

Confidential: For internal use only

4 December 2023

Confidential: For internal use only






Recycled Polyester

Patagonia's commitment to the environment is a core part of our business. We use recycled polyester in our jackets to reduce our carbon footprint and support the circular economy. This jacket is made from 100% recycled polyester, which is made from plastic bottles and fishing nets. It's a great way to keep waste out of landfills and reduce the need for new resources.

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Certified B Corporation

DON'T BUY THIS JACKET



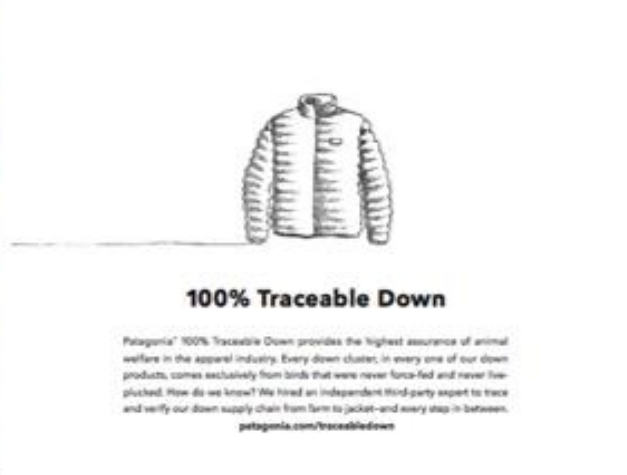
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Buy Less, Demand More.

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100% Traceable Down

Patagonia's 100% Traceable Down provides the highest assurance of animal welfare in the apparel industry. Every down cluster, in every one of our down products, comes exclusively from birds that were never force-fed and never live-plucked. How do we know? We hired an independent third-party expert to trace and verify our down supply chain from farm to jacket—and every step in between.

patagonia.com/traceabledown



Because Denim Is Filthy Business



Fair Trade Certified™

Fair Trade's market-based approach ensures workers receive fair compensation for their labor, creates better working conditions and safeguards against the use of child labor.

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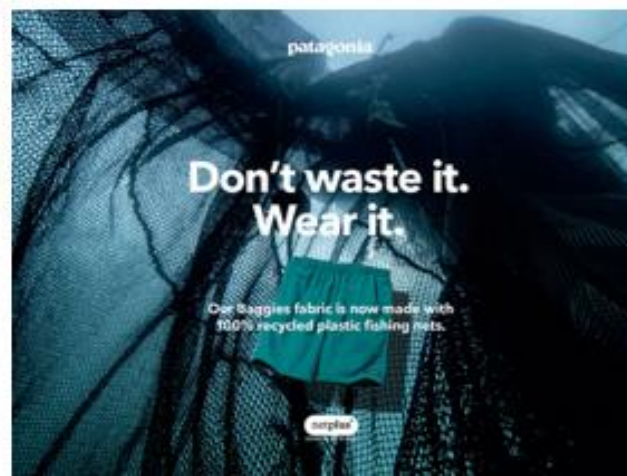


WE HAVE THE BEST WEED IN TOWN

(and we're giving it away!)

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Don't waste it. Wear it.

Our baggies fabric is now made with 100% recycled plastic fishing nets.

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The Way Your Clothes are Grown Matters

Protect soil, farmers, and the planet we all inhabit with Regenerative Organic Cotton.

patagonia 50+



Stay Out, Stay Dry

No PFCs. No compromises.



Better Than New



Patagonia® Surf Trunks from 1994

It's Fashion Week, when the design world turns its attention to what's new. We'd like to point out something better: what lasts. While we're proud of the quality and performance of Patagonia clothes, every new thing we make—everything anyone makes—costs nature more than we now know how to repay.

That's why Patagonia has chosen to celebrate our old stuff as well as our new. We've asked customers to send in photos and stories for our Worn

Wear™ blog, which chronicles Patagonia clothes that have lasted for years or decades and become old friends. The Patagonia Surf Trunks from 1994 you see here belong to Christo Grayling, who has worn them paddling and surfing everywhere from India to Baja to Ecuador. They're still in use, though beat up, scratched up and altered. Fabric from a beach umbrella now makes up the rear. The missing strip at the hem serves as a patch on another pair of Patagonia shorts.

This fall we're opening Worn Wear used-clothing sections in several of our stores. Here you can find high-quality Patagonia clothes still on their way toward gaining the character to become great Worn Wear stories. It's part of our Common Threads Partnership with our customers to reduce consumption, repair what breaks, recirculate what we no longer use, recycle or repurpose what wears out, and reimagine a world where we take only what nature can replace.



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Join us at patagonia.com/commonthreads

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FREE
REPAIRS



ON THE
ROAD

**REPAIR
IS A
RADICAL
ACT.**

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FREE
REPAIRS



ON THE
ROAD

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

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FREE
REPAIRS



ON THE
ROAD

BETTER THAN NEW

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REPAIR IS A RADICAL ACT

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We can't fix your broken heart but we can repair your gear

FREE REPAIRS ON THE ROAD

FREE REPAIRS



WE REPAIR

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



Here Comes the Sun

Plus de la moitié des 9,6 millions de toits en Suisse pourraient être utilisés pour des panneaux solaires. Cela pourrait couvrir plus de 40 % de nos besoins annuels en électricité.

Quand les citoyens se réunissent dans des coopératives d'énergie pour produire leur courant eux-mêmes et en devenir propriétaires, les bénéfices financiers restent locaux. Cela permet aussi d'orienter notre approvisionnement en énergie vers l'une des formes de production les moins nuisibles pour notre planète : l'énergie solaire.

Soutenez dès aujourd'hui le développement de l'énergie solaire en Suisse.





Earth is now our only
shareholder.

patagonia 50▶

What's Next ▶

A woman with long dark hair, wearing a teal jacket, is adjusting a grey hooded jacket on a young child. The child is looking off to the side. The woman's hands are visible, one near the child's head and the other near the sleeve. The child's jacket has a small 'patagonia' logo on the chest. The background is slightly blurred, showing what appears to be a window or a bright outdoor area. The word 'Simplicity' is written in large, white, sans-serif font across the center of the image.

Simplicity

Human

Powered



A large school of fish, likely sardines or anchovies, swimming in clear blue water. The fish are densely packed in the lower half of the frame and more spread out towards the top, where the water surface is visible. The lighting is bright, creating a shimmering effect on the fish's scales and the water's surface.

Resilience



Protect
the ocean
so it can
protect us.

Next ▶ is Resilience

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Next ▶ is

Join the movement to advance the protection of these precious places across the globe. Sign the global petition now at **Patagonia.com/oceans**.



What gives me hope....



What you can do.....



Next▶ is

*saving
our home
planet*

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