

Patagonia

Australia



Prelude

A retailer radically different at its core, Patagonia is world renowned for ignoring business as usual. Founded by rock climber and passionate environmentalist, Yvon Chouinard, the retailer is known for campaigns like Don't Buy This Jacket - donating all profits from its 2016 Black Friday sales to grassroots environmental organisations as a backlash to the newly elected Trump administration and who, in partnership with Bob Brown, have lodged the largest petition to Federal Government to save Tasmania's Tarkine. Not to mention its product that puts planet and people first with every stitch.

Seeking a PR partner who understands how to drive press with purpose, Mkt. Communications was appointed as Patagonia's PR partner in Australia and New Zealand from 2016 to support and drive publicity for its activism initiatives, product stories and retail innovations.

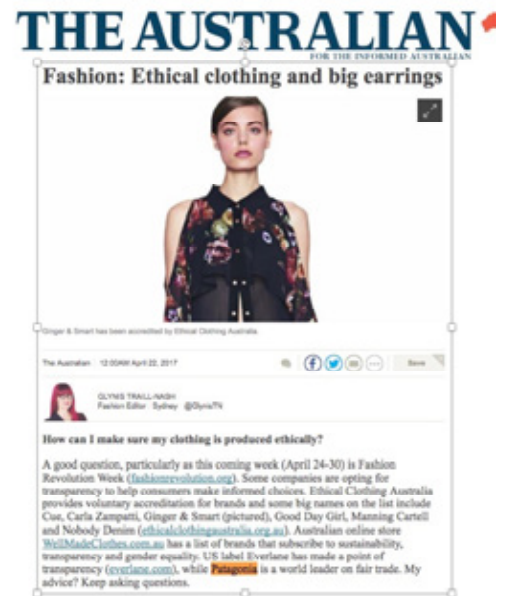
Stories told

Heroing key product stories amongst press and select influencers (think 'dirt bag activists'), Mkt. supported Patagonia in telling its sustainable product stories to local media from Recycled Polyester, Hemp, Recycled Nylon, Organic Cotton, Traceable Down to Fair Trade Certified. In addition, Mkt.'s ongoing project remit with Patagonia includes;

- Project campaigns: including Patagonia's global Fair Trade launch and local publicity tours for its key note speakers from the US head office; Rick Ridgeway and Helena Barbour
- Activism Campaigns: Double Down was a local digitally driven initiative with the aim to unify the Australian Patagonia community behind local grassroots environmental organisations and support their efforts by setting fundraising targets. Mkt. supported by telling the stories of the not-for-profits and the brand fundraising campaigns to local and national media
- Book and film publicity: With the re-launch of Yvon Chouinard's celebrated book, Let My People Go Surfing, Mkt. supported with local influencer outreach, as well as book publicity. In addition, Mkt. supported with film launches, including Fair Trade (partnership content with surfer Dave Rastovich, Takayna / Tarkine, etc.)
- Media Events: Mkt. supports in curating product story launches (for example, Patagonia's Provisions food launch) and panel discussion events at Patagonia stores in Melbourne and Sydney, ensuring key media and influencer attendance/coverage

Happily Ever After

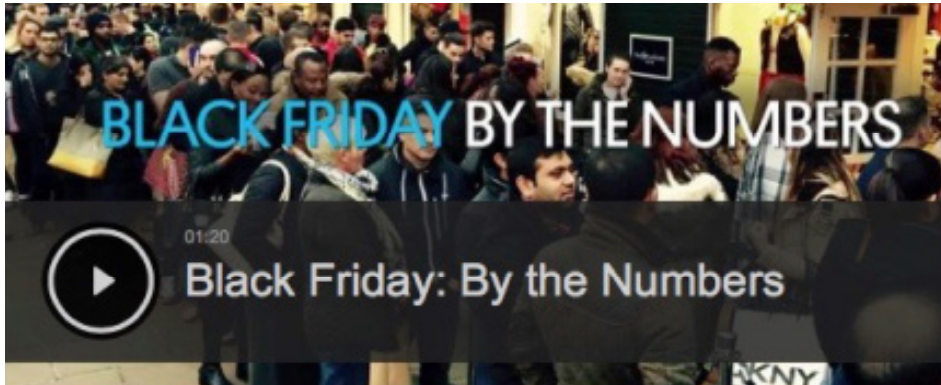
- The stories we've told: 300+
- Those who've read our stories: 60,725,689+
- Coverage highlights: ABC Radio National, Fairfax (AFR + national metro syndication) ABC TV, Huffington Post, The Guardian, Elle, GQ, Vogue, The Australian, Body+Soul, News.com.au, Fashion Journal



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HOW TO HAVE AN ETHICAL BLACK FRIDAY

Do you really need that extra piece of clothing?



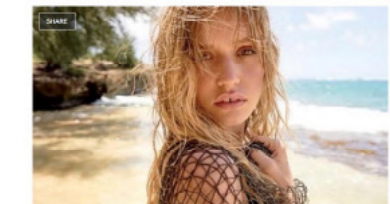
Patagonia "W's Solid Nanogrip Top". Photo: Supplied

THE *Environment* AGE Daily Life

Sustainable Style: recycled swimming togs are making a splash this summer

That's rubbish! Sorry, didn't mean to be rude. I mean, literally. Garbage is the buzziest swimwear ingredient this summer, being used in everything from bikinis to boardies and rash vests.

Not just any load of old rubbish of course. Specifically: plastic of the sort that often ends up in our beleaguered oceans, swirling into an unfathomable mass known as the Great Pacific Garbage Patch. By 2025, we'll be releasing 8 million tonnes of plastic into the water EVERY YEAR, enough to cover 5 per cent of the earth's surface in clingwrap.



Georgia May Jagger is the face of Volcom's new swimwear - in a former life they were discarded fishing nets. Photo: Supplied

Fashion is heeding the call to do something about this. Surfer-turned-fashionista Kelly Slater was the first big name to promote Econyl, a wonder nylon yarn upcycled from old carpets and abandoned fishing nets. Known as "ghost nets", the latter make up an estimated 10 per cent of marine debris. Slater and his business partner John Moore use Econyl to make jackets and board shorts for their "coastal lifestyle" brand Outerknown.

Patagonia, the American outdoor-gear company, pioneered the use of recycled polyester made from old plastic soda bottles "destined for the dump" back in 1993. Not only does the process reduce dependence on virgin resources, says Patagonia's country director for Australia and New Zealand, Dane O'Shanassy, it also reduces toxic emissions from incinerators. Patagonia has been using this poly in its men's boardies for ages, but women's cossies have been trickier. Usually, they call for a mix of nylon blended with something stretchy like Lycra for its body-sculpting qualities.

"For some reason locked deep in polymer chemistry, nylon is more difficult to recycle than polyester," says O'Shanassy. "After years of research, development, and testing, we're finally finding some recycled nylon fibres that are suitable for apparel." Case in point, Patagonia's surfastic new bikinis - in bold colours and modern shapes, they look cool as well as being better for the planet.

"Some of the recycled nylon we use comes from post-industrial waste fibre; [some is waste] yarn collected from spinning factories or weaving mills," explains O'Shanassy.

Alas, "post-industrial waste fibre" just isn't as sexy as the idea of taking trash directly from our oceans and using it to make something fabulous to swim in. Mainstream surf brands are working out this is marketing gold.

Slater's former sponsor Quiksilver and its sister brand Roxy are using this recycled poly. Rip Curl promotes it via its Rip Curl Planet label.

Last month Volcom launched Simply Solid, an "ocean friendly" range of women's swimmers made from 78 per cent regenerated Econyl yarn, and promoted by Georgia May Jagger swathed in a fishing net with the tagline: "Caught up in a good thing".

A Sydney beach bunny, Dash reckons Australian beach culture means local labels are often ahead of the game here. The very fact of swimming in the ocean, or living near it, means that coastal Aussies see first-hand the impact rubbish has on our beaches. If there's a way to reduce it while making something we cover, of course we're going to pounce.

"I respect the ocean, it's a place of peace and relaxation. It is also a place of mystery as we can't physically see what's happening down there all the time," says Dash. "I hate the thought of plastic rubbish being mistaken for a jellyfish by a green sea turtle or other precious marine life."

Patagonia's O'Shanassy said he believed people were becoming more aware of the declining health of the planet, and the impact of our consumption on it.

"More people are evaluating what footprint is being left behind."

If you're going to buy new togs this summer, and you have the option of hoosing some made from recycled ocean plastics, why wouldn't you?

Lare Press is the author of *Wardrobe Crisis*, *How We Went From Under Best to Fast Fashion*



Sustainable Style: Pro-surfer Dave Rastovich is fashion's latest disrupter

The fashion industry is breaking out. Like a middle-aged divorced bloke in a Lamborghini, it seems to have no idea where it's headed as it speeds along, hoping no-one has time to notice that it's out of control.

Except we have noticed, haven't we? The old ways of running the show don't work any more. It's time for a change. Enter disruption, fashion's new favourite word.



Surfer Dave Rastovich and a friend work on a garment factory.

Technology is disrupting everything. Diversity is disrupting modelling. "Use new, try raw" is messing with the old seasonal fashion week calendar. And fast fashion, which once disrupted high fashion, is now itself being disrupted, as labour and material costs climb.

Meanwhile Paris is no longer the be-all and end-all. Designers from obscure fashion schools (or no fashion schools) are storming couture's bastions. Vetements, the hottest label du jour, just shifted its atelier to Zurich of all places. The future belongs to those cutting weird, unexpected new paths.



Nine months ago he signed up as an ambassador for ethically produced outdoor gear brand **Patagonia**, a pioneering US firm that groups profits into grassroots environmental organisations and has the words "no unnecessary harm" in its business case. In September he joined fellow surfer Delinda Baggs and **Patagonia's** global director of apparelware Helena Barboza on a visit to a Sri Lankan garment factory, where they met with workers and tried their hand at some of the jobs. "I failed miserably!" says Rastovich in the video diary of the trip.



People bring people who have tried to make the fashion system better.

Patagonia pays a premium into a workers' fund, which the workers have autonomy over. They might decide to use it to fund a child care facility or even a library.



Helena Barboza, director of **Patagonia's** production, in Sri Lanka.

"Many people think Fair Trade is all about coffee and chocolate because it began with farming," says Barboza, who has driven **Patagonia's** Fair Trade partnership since 2011. Back then, the concept of Fair Trade apparel was fairly rare and limited to outdoor products, she explains. "**Patagonia** was able to scale it." It started with 11 styles, in 2012 it's 300. This season more than 20 per cent of **Patagonia's** Australian products are Fair Trade.

Rastovich admits before working with them, it didn't occur to him to question who made his clothes. "I look down at the shirt and shorts I am wearing and think, throughout my entire life I have worn clothes made by other people, and I never really gave those people a second thought."

He describes Fair Trade as "a disrupter, a s---t stiver...initial noise standing up to a highly oil of an industry. As a market, that idea of being an establishment and pissed-off at the system sits well with me. Fair Trade lets us take that frustration and do something to actually better the system."

"Wearing a good business and doing the right thing are not mutually exclusive," says Barboza.

Finally, a good news story.

Mkt.