Make ethical basics accessible to everyone around the world.
Founding Principle
Radical Transparency

2018 Commitment
Eliminate virgin plastics

Preferred Fiber Strategy
Recycled raw materials
We believe customers have the right to know what their products cost to make.

**RADICAL TRANSPARENCY**

01

Education

True cost of goods in the age of disposability and fast fashion. No traditional sales; Choose What You Pay, Black Friday Fund.
The ReNew Fleece Sweatshirt

$60

Traditional Retail: $100

4.79 | See 121 reviews

Brick

WHY CHOOSE WHAT YOU PAY?

Sometimes we love a design so much that we overproduce it. We’re getting better at predicting demand, but to move overstock on selected items, we’re letting you choose what you pay. Enjoy.

$42  $48  $54

This price covers the basic cost to develop, produce and fulfill this product.
Our goal: $300,000 for Oceana.

You order. We donate. Together, we turn the tide on plastic.

For every order placed, we're donating $15 to Oceana, up to $300,000. They've done the math, and that's enough to fund a full year of their campaigns to put an end to single-use plastic in three major voting markets.
ELIMINATE VIRGIN PLASTICS

02
ReNew Commitment

Removing single use plastics from our office, stores, and supply chain by 2021.
Up-cycling post-consumer waste into textiles and poly-bags.
Encouraging zero waste production.
1. Replace all poly bags with 100% recycled LDPE. Up-cycle poly bags at end of life into lumber.

2. Remove all virgin polyester and nylon, replacing with 100% post-consumer and post-industrial recycled, GRS certified.

3. Partner will mills who are innovating in biodegradable synthetics to solve for micro-plastics.
02
Recycled Raw Materials

Up-cycling post-consumer waste to reduce land-fill load.
Encouraging zero waste production.
Exploring End of Life solutions.

ReCashmere
60% recycled cashmere.
40% extra-fine merino wool.
Half the carbon footprint.
1. Develop materials with mills in Italy, Hungary, and China to up-cycle post-consumer cashmere, wool, cotton, and down.

2. Maintain less complex fiber blends in our materials for future opportunity to recycle.

3. Support textile recycling infrastructure to promote continued scaleability.
CHALLENGES TO SOURCING

1. Stretch yarn replacements via recycled or non-oil based feedstock.


3. Cost of goods
CHALLENGES TO SCALABILITY

1. High rate of consumption of cheap clothing that is not suitable for recycling back into the apparel stream.

2. Lack of resources and education on textile recycling options in the US.

3. Infrastructure to collect and process recycled textiles exists mainly in Europe.
Thank you