

THE TRUTH ABOUT TEXTILES

CalRecycle,

Everlane

EVERLANE MISSION

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.



MATERIALS
\$9.55



HARDWARE
\$0.66



LABOR
\$4.40



DUTIES
\$4.68



TRANSPORT
\$1.00



TRUE COST
\$20.00

\$60

EVERLANE

\$100

TRADITIONAL RETAIL

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.

Select a size

XS

S

M

L

XL

Our goal: \$300,000 for Oceana.

[SHOP WOMEN](#)[SHOP MEN](#)

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.

Over 1 million new
plastic bottles will be
made by the time
you unpack this box.

EVERLANE
ReNew



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 with mills who are innovating in biodegradable synthetics to solve for micro-plastics.

PREFERRED FIBER STRATEGY

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 scalability.

CHALLENGES TO SOURCING

1. Stretch yarn replacements via recycled or non-oil based feedstock.
2. Hard plastics from recycled materials for use in trims and footwear components.
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

