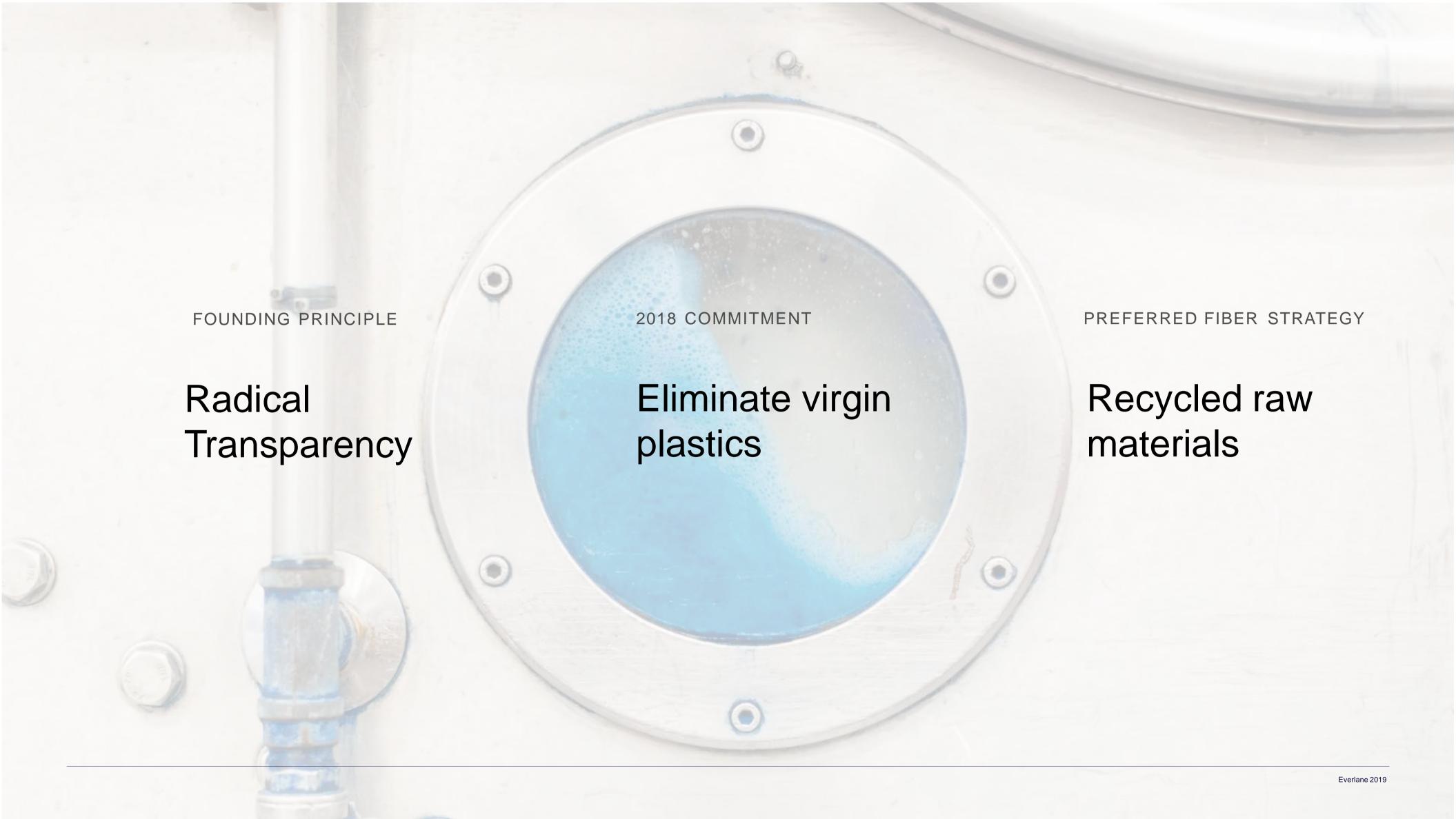
# CalRecycle, Everlane

# Make ethical basics accessible to everyone around the world.



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



### 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.

OCICUL a SIZE

XS

S

₩

-

XL

# Our goal: \$300,000 fc 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.





- 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.

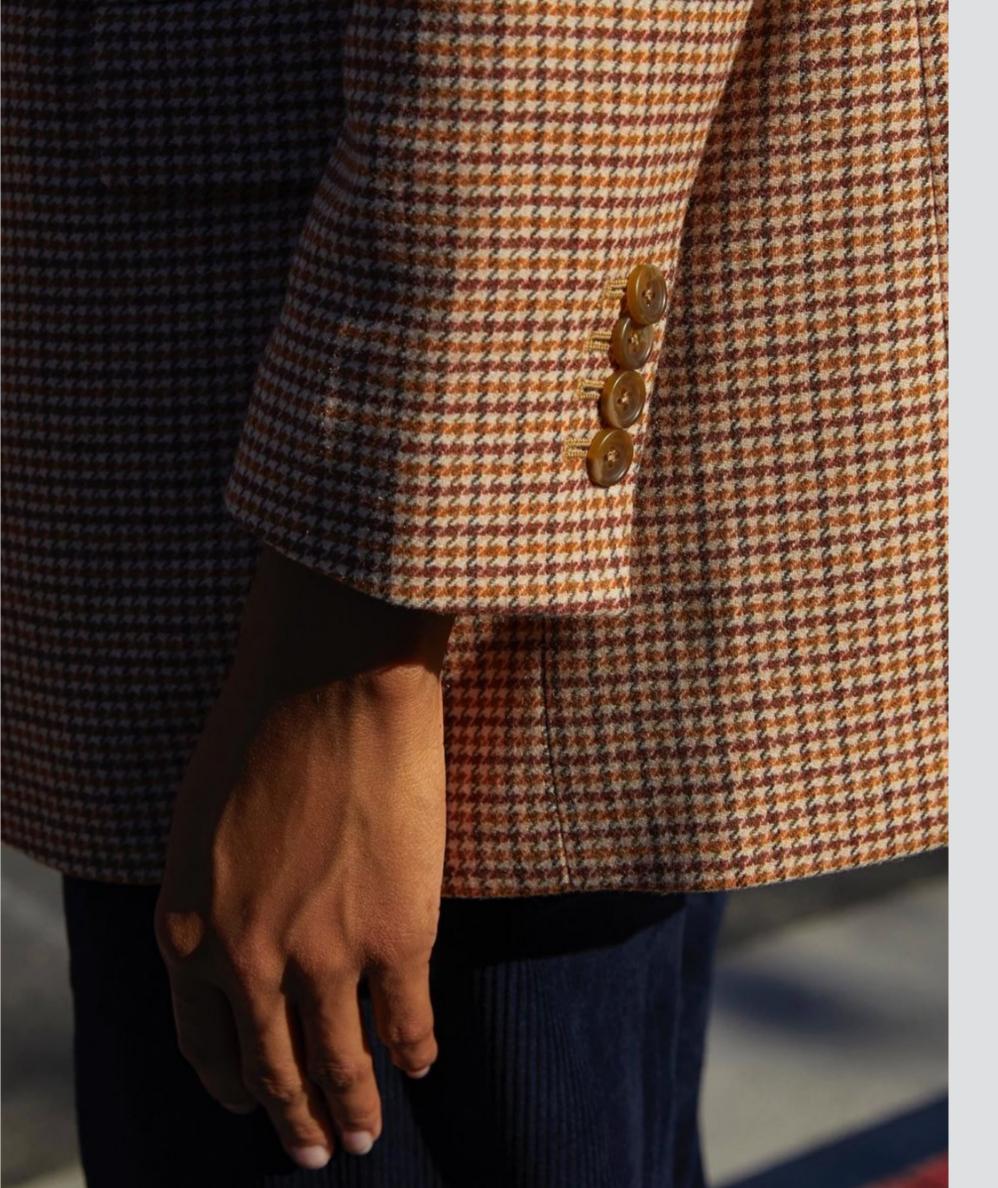
PREFERRED FIBER STRATEGY

# 02 Recycled Raw Materials

Up-cycling post-consumer waste to reduce land-fill load.

Encouraging zero waste production. Exploring End of Life solutions.





- Develop materials with mills in Italy, Hungary, and China to up-cycle post-consumer cashmere, wool, cotton, and down.
- 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.
- 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

