



**Certified**



**Corporation<sup>®</sup>**



"Each time we eat and  
drink, we vote for the world  
we want to live in"

E. Faber

***« ...A moyen terme il s'agit de changer l'objet des entreprises, le profit ne serait plus l'objectif mais le moyen de soutenir le lien social et écologique qui deviendrait le cœur de la stratégie. »***

**N.Hulot**



**DON'T BUY  
THIS JACKET**

**patagonia**  
patagonia.com

## COMMON THREADS INITIATIVE

### REDUCE

**WE** make useful gear that lasts a long time

**YOU** don't buy what you don't need

### REPAIR

**WE** help you repair your Patagonia gear

**YOU** pledge to fix what's broken

### REUSE

**WE** help find a home for Patagonia gear

you no longer need

**YOU** sell or pass it on\*

### RECYCLE

**WE** will take back your Patagonia gear

that is worn out

**YOU** pledge to keep your stuff out of  
the landfill and incinerator



### REIMAGINE

**TOGETHER** we reimagine a world where we take  
only what nature can replace

**patagonia**  
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**MEUHRICI !!!!!!!!!**



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