

*Legs burning, lungs busting,
wondering why you volunteered
for another run ... the descent is
worth it. **Andrew Miller***

Group Sales

Fall 2023

patagonia 50▶

What's



Next▶

patagonia 50▶

It's time to ditch growth
for growth's sake.

Let's make things that last
longer. And do more with what
we already have.

Let's find joy in protecting
the land and waters that have
always nurtured us.

And revel in their beauty,
open spaces, magic.

Together, we can support
communities in harm's way,
and save this wondrous, resilient
planet, our only home.

We're all in. You?

What's next is unstoppable.

Next is saving our
home planet.

Our September 2022 Employee of the Month, Yvon Chouinard, who is always happy to be cruising Tierra del Fuego. In December, Argentina dedicated a new park (including land donated by Yvon) and a marine protected area at the tip of the Patagonia cone, where he once fished for browns in the backcountry, packing only salt and bread, plus matches to start a cook fire—dinner the night before this photograph was taken. **Tom Montgomery**

Human

Resilience

*Plate corals compete for space on Australia's Great Barrier Reef, by some measures the largest living organism on Earth. UNESCO's World Heritage Committee recently recommended that the reef be listed as "in danger" due to increased frequency of coral-bleaching episodes caused by warming oceans—a direct result of human-caused climate change. **David Doubilet***

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*Leg lifts, not chairlifts. The high-alpine landscapes of the Alps are at risk from climate change and ski-area expansion. Luca Albrisi, Guido Trevisan and friends set out to raise awareness and simply enjoy these last wild places. Marmolada, in Trentino-Alto Adige, Italy. **Matteo Pavana***

Powered

A close-up photograph of a rubber tree trunk. A metal tapping knife is embedded in the bark, with a single drop of latex about to fall. Below the knife, a dark, cup-like collection device is attached to the tree. The background is a soft-focus green jungle.

Simplicity

*On reclaimed farmland in the lush green jungles of Guatemala, rows of hevea trees quietly create the strong and elastic natural rubber that makes up 85 percent of our wetsuits. **Tim Davis***

patagonia® 50▶

patagonia® 50▶



Next▶ is *saving our home planet*

"It's time once again to rally for Bristol Bay, for wild salmon, for American small businesses, for families whose connection to these lands and waters go back millennia, for the dream of a 30-inch rainbow trout on the end of your line." —Scott Hed **Cassie Bergman**

patagonia 50▶

Eight *Days* a Week

We're in business to save our home planet.

This is the challenge Yvon Chouinard gave Patagonia when he updated our reason for being in 2018 for the first time in years. It's a lofty goal, and one that shapes every item of clothing, every donation, every activist campaign. It's also one we'll never reach on our own.

Patagonia Group Sales is one way we get professionals all over the world involved in solving our intertwined social and environmental crisis. Through the program, like-minded companies can outfit their teams with products that not only offer top-tier performance but also are built using recycled fabrics and designed for repairability, to reduce the need for virgin materials and to extend their life span as much as possible. Many are made in Fair Trade Certified™ factories, to support the workers who make them, and many are also made with fibers like organic cotton or hemp, which are grown with lower environmental impacts than conventional crops.

We also believe that a product's life span shouldn't be limited to business hours. So, choose the best gear for your team—from down jackets to warm-yet-wicking baselayers to our tough-as-nails Workwear line—knowing it will keep them warm, dry and comfortable through the workweek and on any out-of-office trips through the weekend.

You're proud of your employees. We're proud to help them enjoy the planet as passionately as they're working to save it, during business hours and beyond.

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Logos are *Back*

Plus a few new options for branding that keep our logo gear in play longer.

Each day at Patagonia, we look for ways to use our business to save our home planet, and that starts with creating goods that last a really, really long time.

When we realized that adding an additional nonremovable logo to a garment could significantly shorten its life span, we made the difficult choice to stop approving additional logos altogether, until we could figure out a way to do so without dooming our gear to an early grave in a landfill.

That's why we're excited to announce that we're once again authorizing custom third-party logos on our gear. This time, however, we're doing it a little differently.

The first option—and our favorite—is to forgo added logos on your Patagonia gear altogether. Instead, we suggest supplementing your gear with useful branded items such as lanyards, name tags and water bottles for your crew to distinguish themselves as part of your company.

We do understand a logo can be a powerful thing, so another option is to work with a third-party decoration facility to apply removable branding such as a zipper pull, luggage tags or woven hem labels. All are extremely versatile, easy to remove or replace, and can even be reapplied to another jacket or pack if a team member moves on.

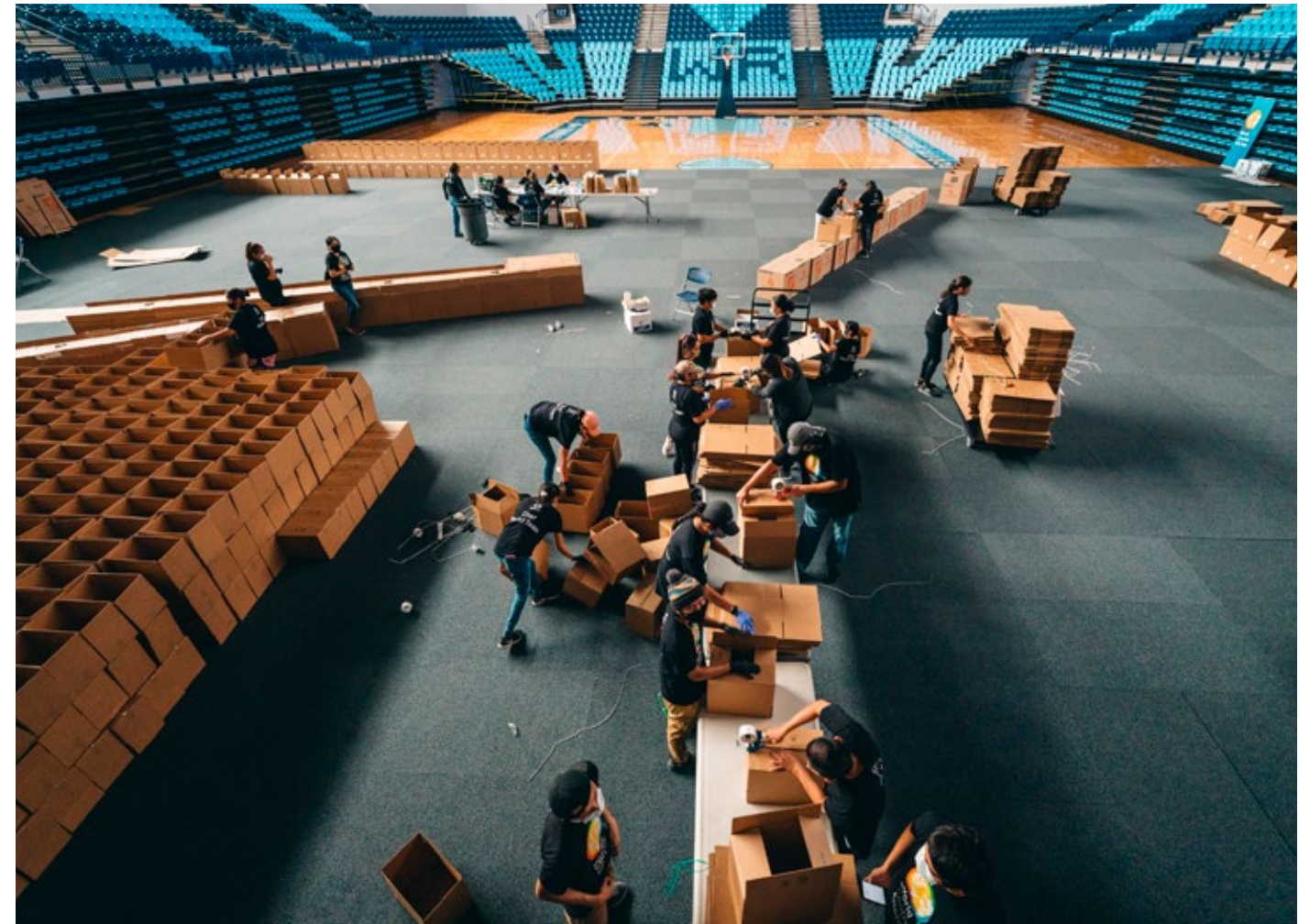
And then there's the classic embroidered logo. These have long been considered permanent, meaning even a tiny logo could reduce the life span of a garment in a big way. It is now possible to effectively remove embroidered logos from most garments and add a new logo if needed. Better yet, skip the logo and preserve the opportunity to keep your gear in use longer.

But scrubbing and adding new logos to help keep gear in play only solves half the problem. The other half: finding a way to recapture logo'd garments that people no longer want at all. So, we figured out a way to add a patch over existing corporate logos, which will enable us to take them back and then re-sell them through our Worn Wear program. Even after your employees have outgrown their Nano Puff® jackets or Better Sweater® quarter-zips, someone else will be able to continue enjoying those garments for years to come.

Our Group Sales program is small, and we accept applications on a case-by-case basis, but please reach out to discuss options for bringing our gear to your team.

Thank you for being a Patagonia customer and advocate. But, most of all, thank you for giving a damn about saving our home planet.

World Central Kitchen contractors build boxes to hold fresh produce and shelf-stable items. This nongovernmental organization provides meals to people impacted by crises, and in this case, the food will go to Navajo Elders and families who've been hit hard by COVID-19. Fort Defiance, Arizona. Courtesy of World Central Kitchen



Customer Testimonials

“

“B Lab works with Patagonia because we believe in partnerships with companies that are using the power of their business to build a more inclusive economy and healthier planet.”

Andy Fyfe, Director of Equitable Growth, B Lab

“

“World Central Kitchen's teams often activate in dangerous and distant locations, and we need to keep our people cool and protected from the sun when surveying a remote farm, or warm and dry when delivering food in a hurricane. Patagonia gear does all that, so whether we're planning a complicated mission in the face of much uncertainty or a trip on a partner fisher's new boat, one thing we can count on is our teams will be safe, comfortable and well-equipped to handle whatever nature throws at them.”

Erich Broksas, Chief Operating Officer, World Central Kitchen

Synthetic Insulation

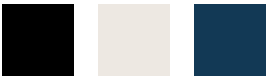


Nano Puff® Outerwear

Warm, windproof and water-resistant, our Nano Puff® styles are insulated with lightweight and highly compressible 60-g PrimaLoft® Gold Insulation Eco, made with 100% postconsumer recycled content, and wrapped in a 100% recycled polyester shell and lining. Made in a Fair Trade Certified™ factory. Imported.

Women's Nano Puff® Jacket

\$239.00 | 84217 | XXS-XXL | Regular fit | 284 g (10 oz)



BLK
Black

BCW
Birch
White

LMBE
Lagom
Blue

Men's Nano Puff® Jacket

\$239.00 | 84212 | XS-3XL | Regular fit | 337 g (11.9 oz)



LMBE
Lagom
Blue

FGE
Forge
Grey

BLK
Black

Women's Nano Puff® Vest

\$189.00 | 84247 | XXS-XXL | Regular fit | 207 g (7.3 oz)



BCW
Birch
White

BLK
Black

LMBE
Lagom
Blue

Men's Nano Puff® Vest

\$189.00 | 84242 | XS-3XL | Regular fit | 227 g (8 oz)



FGE
Forge
Grey

LMBE
Lagom
Blue

BLK
Black

Women's Nano Puff® Hoody

\$289.00 | 84227 | XXS-XXL | Regular fit | 306 g (10.8 oz)



BLK
Black

LMBE
Lagom
Blue

Men's Nano Puff® Hoody

\$289.00 | 84222 | XS-3XL | Regular fit | 363 g (12.8 oz)



BLK
Black

FGE
Forge
Grey

Down Insulation



Down Sweaters & Vests

The perfect warmth for just about everything, our Down Sweater styles are lightweight and windproof, with a shell made of NetPlus® 100% postconsumer recycled nylon ripstop. They're insulated with 800-fill-power 100% Responsible Down Standard down certified by Control Union (CU 880272).

Women's Down Sweater Vest
\$229.00 | 84629 | XXS-XXL | Regular fit | 201 g (7.1 oz)



BLK
Black



WLWT
Wool
White

Women's Down Sweater
\$279.00 | 84684 | XXS-XXL | Regular fit | 292 g (10.3 oz)



BLK
Black




CSMD
Cosmic
Gold




NENA
New
Navy

Men's Down Sweater Vest
\$229.00 | 84623 | XXS-3XL | Regular fit | 252 g (8.9 oz)



BLK
Black



NUVG
Nouveau
Green

Men's Down Sweater
\$279.00 | 84675 | XXS-3XL | Regular fit | 369 g (13 oz)



BLK
Black



CSMD
Cosmic
Gold



NENA
New
Navy

No Business *on a* Dead Planet

Being a 1% for the Planet® member and
Certified B Corp.

Why did Yvon Chouinard update our official purpose statement to “We’re in business to save our home planet”? That’s because we believe business can play a crucial role in stopping the myriad of threats facing life on Earth, but only if those businesses take concrete action toward protecting the well-being of our planet and its denizens. We also believe such efforts mustn’t come at the cost of success. In fact, history has proven they can even strengthen a company’s bottom line ... and help save the planet in the process.

In 1985, Patagonia began pledging 1 percent of our sales to the preservation and restoration of our natural environment; in 2002, Chouinard and Craig Mathews, owner of Blue Ribbon Flies, founded 1% for the Planet, a nonprofit that encourages other businesses to follow their example. The organization now has over 6,000 members—from companies like New Belgium Brewing to individuals like musician Jack Johnson—who’ve donated more than \$430 million to domestic and international grassroots environmental groups.

We took another more holistic step in December 2011 when we became a Certified B Corporation, and in January 2012 we formally registered as the first benefit corporation in the state of California. B Corp certification means our company’s overall environmental and social performance has been measured and independently verified by third-party company B Lab. Their evaluation goes beyond products or even the supply chain, encompassing a company’s operations, business model, community impact, materials, charitable donations, employee benefits and—as Chouinard noted—even its purpose statement.



Join Us

To find out more about becoming a 1% for the Planet® member or to learn about the B Corp certification process, visit onepercentfortheplanet.org or bcorporation.net. Because, as conservationist David Brower put it, “There is no business to be done on a dead planet.”

On September 14, 2022, Patagonia announced a new ownership model. “We’re making Earth our only shareholder,” said founder Yvon Chouinard. Now, every dollar that is not reinvested back into Patagonia will be distributed as dividends to protect the planet. Nancy Pastor

Over **160**
million

Donations given by Patagonia through 1% for the Planet since they started in 2002.

Over **6,680**

Number of Certified B Corp businesses as of Fall 2023, spanning 89 countries.

Over **435**
million

Amount donated to environmental groups by 1% for the Planet since its founding in 2002.

151.4

Patagonia’s 2020 Overall B Impact Score, out of a possible 200.

Fleece





Better Sweater® Outerwear



Made with a warm 100% recycled polyester fleece fabric that looks like wool, our Better Sweater® jackets and vests have a soft fleece interior and a sweater-knit face. The fabric is certified as bluesign® approved, and all Better Sweater styles (excluding gloves) are made in a Fair Trade Certified™ factory. Imported.

Women's Better Sweater® Jacket

\$159.00 | 25543 | XXS-XXL | Slim fit | 451 g (15.9 oz)

			
BCW	NENA	NUVG	BLK
Birch White	New Navy	Nouveau Green	Black





Men's Better Sweater® Jacket

\$159.00 | 25528 | XS-3XL | Regular fit | 638 g (22.5 oz)

		
NENA	STH	BLK
New Navy	Stonewash	Black





Women's Better Sweater® 1/4-Zip

\$139.00 | 25618 | XXS-XXL | Slim fit | 391 g (13.8 oz)

			
BCW	NUVG	NENA	BLK
Birch White	Nouveau Green	New Navy	Black




Men's Better Sweater® 1/4-Zip

\$139.00 | 25523 | XS-3XL | Regular fit | 505 g (17.8 oz)

			
NENA	INDG	STH	BLK
New Navy	Industrial Green	Stonewash	Black


Women's Better Sweater® Vest

\$119.00 | 25887 | XXS-XXL | Slim fit | 301 g (10.6 oz)

		
BCW	BLK	NENA
Birch White	Black	New Navy

Men's Better Sweater® Vest

\$119.00 | 25882 | XS-3XL | Regular fit | 394 g (13.9 oz)

		
BLK	STH	NENA
Black	Stonewash	New Navy

Fleece

Micro D[®] Styles



Lightweight Micro D[®] styles are made of 100% recycled polyester microfleece that feels warm and cozy against your skin, dries quickly and allows for a full range of motion. Made in a Fair Trade Certified™ factory. Imported.

Women's Micro D[®] 1/4-Zip
\$69.00 | 26278 | XS-XL | Regular fit | 187 g (6.6 oz)

BCW
Birch White

NENA
New Navy

BLK
Black

Men's Micro D[®] Pullover
\$69.00 | 26176 | XS-3XL | Regular fit | 258 g (9.1 oz)

NENA
New Navy

FEA
Feather Grey

BLK
Black

Fleece

Synchilla® Jackets



Our classic, full-zip Synchilla® jackets are made with warm 100% recycled polyester double-sided fleece and include three zippered pockets. Made in a Fair Trade Certified™ factory. Imported.

Women's Synchilla® Jacket

\$149.00 | 22955 | XS-XXL | Relaxed fit | 405 g (14.3 oz)



BLK
Black



OLB
Oatmeal
Heather w/
Blue Bird

Men's Synchilla® Jacket

\$149.00 | 22991 | XS-3XL | Regular fit | 490 g (17.3 oz)



NENA
New Navy



BLK
Black



OAT
Oatmeal
Heather



Wins for *the Planet*

225,000+

Acres of federal land around the Boundary Waters Canoe Area Wilderness protected from mining under the Department of Interior's 20-year mining ban, thanks in large part to Northeastern Minnesotans for Wilderness.

25

Alaskan Native villages and communities who call Bristol Bay home. This wild salmon stronghold is protected, for now, from the proposed Pebble Mine. The landmark decision comes after a decade of advocacy from Native communities, outdoor athletes, the commercial fishing industry and Patagonia-supported groups like the United Tribes of Bristol Bay. With this win, they've preserved more than 25 million acres of watershed, a \$2.2 billion-per-year salmon fishery and over 15,000 jobs.

\$25 million

Awarded to the Newtok Village Council to finish relocating 200 Yup'ik residents, considered by some to be America's first climate refugees. For decades, the village has endured radical impacts of climate change, including melting permafrost, river erosion and decaying infrastructure.

Klamath River's Iron Gate Dam and Reservoir—an emitter of the potent greenhouse gas methane—is soon to be demolished as part of the largest dam removal in US history. Note the bright green hue of the water, the sign of a dangerous algal bloom. California.
Courtesy of EcoFlight

4

Dams that will be removed along the Klamath River in California and Oregon, the largest dam removal in US history. The removal not only reconnects the watershed and opens more than 400 miles of salmon and steelhead habitat, but it also preserves the physical and spiritual lifeblood of the Yurok and other tribes who have lived on these banks for centuries.

9.3 million

Acres of Alaska's Tongass National Forest restored to Roadless Rule protections, saving Sitka spruce, western hemlock and other old-growth trees from clear-cut logging in the largest temperate rainforest on Earth. The move will also help sequester the equivalent of roughly 10 percent of US annual greenhouse gas emissions and preserve land that the Tlingit, Haida, and Tsimshian tribes have called home for over 10,000 years.

33

Years in the making to protect 1.2 million acres of peatlands in Peninsula Mitre at Argentina's southernmost tip. The effort, supported by community members, scientists, and local and national advocacy groups, protects a massive carbon sink, supports endangered species and preserves significant cultural heritage sites.

118

Miles of Albania's Vjosa River that's now a big step closer to permanent protection thanks to the work of the Albanian government and groups like EcoAlbania, Riverwatch and EuroNatur. A decade of organizing, petitioning and protesting resulted in commitments to safeguard one of the continent's largest wild rivers, its 1,100 animal species and the 100,000 people whose livelihoods, culture and landscape have been tied to Vjosa for centuries.

18

Years of campaigning, signature-gathering and mobilizing to save Segamizawa, the largest green space in Yokohama, Japan, from a massive urban development. Groups like the Hotaru No Furusato Segamizawa Kikin and Kamigo Segami No Shizen Wo Mamoru Kai helped spearhead the movement, which protects this biodiverse green belt and its culturally significant artifacts.

9

Deadbeat dams demolished in Korea, the first milestone of a larger effort to remove 104 derelict dams across the country by 2025. Thanks to Patagonia Korea's partnership with the grassroots group Korea Federation for Environmental Movement, more rivers can run free, helping restore watershed ecosystems, improve water quality, and revive wild fisheries and the job opportunities that follow.

Technical Baselayers

Capilene® Cool Daily



Our Capilene® Cool Daily tech tops keep you comfortable when you're working hard in conditions ranging from cool to hot. They're quick drying and stretchy, and made from 50-100% recycled polyester with HeiQ® Pure odor control. Made in a Fair Trade Certified™ factory. Imported.

Women's Long-Sleeved Capilene® Cool Daily Shirt
\$49.00 | 45185 | XXS-XXL | Regular fit | 136 g (4.8 oz)

VKNX
Viking Blue-
Navy Blue
X-Dye

FEA
Feather
Grey

WHI
White

Men's Long-Sleeved Capilene® Cool Daily Shirt
\$49.00 | 45180 | XS-3XL | Regular fit | 153 g (5.4 oz)

VKNX
Viking Blue-
Navy Blue
X-Dye

FEA
Feather
Grey

WHI
White

Women's Capilene® Cool Daily Shirt
\$39.00 | 45225 | XXS-XXL | Regular fit | 105 g (3.7 oz)

WHI
White

FEA
Feather
Grey

VKNX
Viking Blue-
Navy Blue
X-Dye

Men's Capilene® Cool Daily Shirt
\$39.00 | 45215 | XS-3XL | Regular fit | 128 g (4.5 oz)

WHI
White

FEA
Feather
Grey

VKNX
Viking Blue-
Navy Blue
X-Dye

Women's Capilene® Cool Daily Hoody
\$59.00 | 45315 | XXS-XXL | Regular fit | 147 g (5.2 oz)

FEA
Feather
Grey

Men's Capilene® Cool Daily Hoody
\$59.00 | 45310 | XS-3XL | Regular fit | 179 g (6.3 oz)

FEA
Feather
Grey

Technical Fleece

Active Jackets



The perfect cold-weather crosslayers, our CrossStrata and TechFace Jackets provide the warmth, stretch and breathability of our classic Regulator® fleece tops, but with the added benefits of abrasion and weather resistance. Made in a Fair Trade Certified™ factory. Imported.

Women's R1® CrossStrata Jacket

\$169.00 | 85445 | XS-XXL | Regular fit | 267 g (9.4 oz)



LMBE
Lagom Blue

Women's R2® TechFace Jacket

\$179.00 | 83630 | XS-XXL | Slim fit | 311 g (11 oz)



BLK
Black

Men's R1® TechFace Jacket

\$169.00 | 83580 | XS-3XL | Slim fit | 326 g (11.5 oz)



BLK
Black

LMBE
Lagom Blue

Men's R2® TechFace Jacket

\$199.00 | 83626 | XS-3XL | Slim fit | 480 g (16.9 oz)



BLK
Black


Technical Fleece


R1[®] and R1[®] Air Styles




Warm, highly breathable and wonderfully stretchy, our classic R1[®] Pullover is built with exclusive Polartec[®] Power Grid[®] fleece fabric (93% recycled polyester/7% spandex), and our lighter R1[®] Air styles use 100% recycled polyester jacquard fleece that increases breathability. All keep you toasty and comfortable during high-output activities in cold conditions. Made in a Fair Trade Certified[™] factory. Imported.


Women's R1[®] Pullover
\$139.00 | 40119 | XXS-XXL | Slim fit | 275 g (9.7 oz)


BLK
Black



NTPL
Night Plum

Men's R1[®] Pullover
\$139.00 | 40110 | XS-3XL | Slim fit | 332 g (11.7 oz)



BLK
Black


NUVG
Nouveau Green


Women's R1[®] Air Zip-Neck
\$129.00 | 40250 | XS-XXL | Slim fit | 252 g (8.9 oz)


BLK
Black


Men's R1[®] Air Zip-Neck
\$129.00 | 40245 | XS-3XL | Slim fit | 289 g (10.2 oz)


BLK
Black

Women's R1[®] Air Full-Zip Hoody
\$179.00 | 40260 | XXS-XL | Slim fit | 309 g (10.9 oz)


BLK
Black

Men's R1[®] Air Full-Zip Hoody
\$179.00 | 40255 | XS-XXL | Slim fit | 366 g (12.9 oz)


BLK
Black

Made in a *Fair Trade Certified™* Factory

A first step toward a supply chain with a living wage.

Apparel workers are among the lowest-paid people in the world. For Patagonia, Fair Trade certification is our first step on the path toward ensuring living wages in our supply chain. We don't own any of the factories that make our products, so we have limited control over how much workers receive. That's why we partnered with Fair Trade USA in 2014: to help us provide workers with tangible benefits that improve their lives.

We've been making clothes in Fair Trade Certified™ factories ever since, meaning we pay a premium for every Patagonia item that carries the Fair Trade label. That extra money goes directly to the workers at the factory, and they decide how to spend it. This is not a top-down program to be allocated by management. Rather, each factory has a democratically elected, worker-run Fair Trade Premium Committee that allocates funds in ways that most empower their own communities.

Workers have chosen to use the premiums to fund community projects, like health-care programs or a child-care center; to purchase products they otherwise couldn't afford, like a laptop computer or stove; or to take as a cash bonus. These committees also give workers a collective voice and encourage dialogue with management, allowing them to express their concerns more effectively.

The program's benefits extend beyond premiums; it also ensures those making products in a Fair Trade Certified factory work in a safe space and that suppliers meet strict standards for protecting the environment in which they and their workers live.

Today, we are proud to offer more styles made in a Fair Trade Certified factory than any other apparel brand and to be adding new Fair Trade styles every season.



Over 75,000

Number of workers supported by our Fair Trade program around the globe.

10

Number of Patagonia products made in a Fair Trade Certified™ factory in 2014, our first year with the program.

Over 85%

Percentage of Patagonia product styles made in a Fair Trade Certified™ factory, as of Fall 2023.

Artisans spin cotton yarn that will be used to make khadi. This workshop in Gujarat, India, is operated by Udyog Bharti, a khadi cooperative established by the Indian government to support and sustain this traditional craft. Sara Otto

Jackets

Houdini® Jackets

Run, ride, climb—the trusted Houdini® Jacket is up for anything. Superlightweight and packable, its weather-resistant 100% recycled nylon ripstop fabric blocks wind and withstands abrasion. Made in a Fair Trade Certified™ factory. Imported.

Women's Houdini® Jacket

\$109.00 | 24147 | XXS-XXL | Slim fit | 96 g (3.4 oz)



BLK
Black

Men's Houdini® Jacket

\$109.00 | 24142 | XS-3XL | Slim fit | 105 g (3.7 oz)



BLK
Black



Stitch in Time

As a repaired shirt becomes more of an original, it still takes the author back.

Words by Brad Wieners

It's difficult for me to keep memories separate from the photographs that record them. I learned this first from visits to my gram's house well after I'd moved away. A bit bored during a holiday, I'd leaf through her photo albums, the Kodak Instamatic snapshots held in place by those little glued-in corners on thick black "construction paper" pages, the occasion penciled in chalk. In time, what I remembered of Christmases and birthday cookouts, making mud pies and Matchbox cities, beachcombing and stone-stepping through streams all rested on what I saw in those pictures. Now, decades on, there are filters on my phone to simulate the lighting and emulsion of those prints, and it's my sons' childhoods that have begun dissolving from living memory into pixels. And right at the boundary of what I actually recall of their earliest years, and what I only recall because it was photographed, is a simple plaid shirt.

We'd been playing in a sprinkler—that much you can dope out from my soaked shorts. I'd been a bear, or some other beast on all fours, roaming the wet grass, the smaller boy clinging to me, his brother coming to his rescue, everyone soon in a heap. The boys are almost two and a little further from three. They love to be chased like naughty puppies and tickled. Now we are resting, near but in our own worlds. We're in the yard of the house we wanted for the first boy, the one we never thought we could afford, but we found a way. Then there were two. I'd had the shirt for a few years at that point, but that image is what I remember. Twelve years later, the younger dude says, "Yeah, you wore that the whole time I was growing up."

Back in January 2020, I brought it to the elves at Worn Wear, the free repair service that Patagonia offers at its original

retail location in Ventura, California, among others. "Have I got a challenge for you!" I told Kolby, the cheerful "tech" I found behind the desk. He held up the short-sleeved garment and grinned, seeing me clearly through the back panel.


Did I tell him this was the second time I'd challenged Patagonia to save it from the rag bucket? That the SoHo, New York, store had miraculously resurrected it once before? Naturally. To my relief, this seemed to work: He relished the challenge and the intramural throwdown.

Kolby also indulged my embarrassing affection for the shirt, listening patiently to my sentimental summary of all we'd been through together. We agreed it might be too far gone this time, a see-what-we-can-do situation. Then Kolby and the repair elves had to close up shop like everyone else because of the pandemic, and I wondered if I'd ever see that shirt again.

(left) Photo courtesy of Brad Wieners' family

(right) Brad Wieners and his sons, happily reunited with the plaid shirt that was a fixture of many childhood memories. **Tim Davis**





Kolby and the Worn Wear crew ... saved me from losing my mind. That shirt keeps my toddler sons at play in my imagination.

Crepe-thin, it wore more like Irish linen than an organic cotton knit, and it saw a lot of service during muggy New England summers ... for example, as the deputy to the chief engineer of Lobstrania, our world-famous sandcastle in Maine. (Don't tell me you've never heard of it.) And let us not forget the early iterations of Lucky, the star-crossed sand fortresses constructed at the start of each vacation right at the waterline. The shirt often smelled like the last thing I grilled. Good thing it dried in a flash, too: I had it on when a mutiny of all the Lucky cousins led to a dunking in the creek at high tide. Uncle.

As I told Kolby, the shirt came along on some great trips—like the journey the boys' mom and I took so our marriage might survive them. We were missing each other under the same roof, mostly present only for the co-parenting, so we signed up as relay partners in a three-sport adventure race in New Zealand. At first, with the race prep, we saw even less of each other. On my first

Class II rapid, I nearly drowned and lost my wedding band—not the symbolism I was after. Even so, it was great to have a shared passion that wasn't potty training. Once we arrived on New Zealand's South Island, we had to arrange for race support and get clear on the course. Some of it was unmarked trail. Some of it was whitewater. The Kiwis? Tough competition, mate. Some of them resembled merino rams.

July 2020. Corona hair. Corona neck hair, too. A phone call out of the blue, an invitation to come by the Ventura store, aka Great Pacific Iron Works. Your shirt's ready for curbside pickup. Soon, it's back in my hands. Later, it's back on my back. It clashes, but to my eye it's more stylish than ever.

I had no idea when I first bought it 16 years ago that I'd eventually work for the company that made it. Now at Patagonia, I'm well versed in the eco-virtues of repair. How it keeps clothes out of landfills, reduces all the waste (especially the use of fresh water) that comes from manufacturing more clothes

than most of us will ever need, cuts carbon emissions.

Along with recycling, repair is a critical element of "circularity," the business world's buzzword for keeping all the raw materials in use. What if we don't need to drill, mine, clear-cut, extract so much anymore. What if instead we find ways to keep reusing what we've already harvested? Great idea. But if circularity is to replace our disposable consumer culture, it'll require a shift in mentality. We'll have to see recycled as better than new, to pay for some things—the same thing—more than once. Will we? If Kolby's repair hadn't come free, would I have paid for it? Yeah, so maybe.

If I'm honest, though, the reason I would pony up is more selfish than virtuous. Kolby and the Worn Wear crew didn't repair a shirt; they saved me from losing my mind. That shirt keeps my toddler sons at play in my imagination.

*Years of play had run their course on Brad Wieners' old plaid button up. Nothing a little repair work couldn't fix. **Tim Davis***

Accessories

Keep It Cozy

Our warm, wide-ranging collection of beanies, gloves and scarves are built for the bottom end of the thermometer and to keep you outside making powder turns, slaloming the toboggan or pedaling snowed-over singletrack. Imported.

1. Synchilla™ Gloves

\$49.00

| 22401

| XS-XL

| 65 g (2.3 oz)

BLK

Black

FGE

Forge Grey

OAT

Oatmeal Heather

2. Fisherman's Rolled Beanie

\$39.00

| 29105

| 102 g (3.6 oz)

NVYB

Navy Blue

BBRD

Blue Bird

BLK

Black

3. Powder Town Beanie

\$49.00

| 29187

| 173 g (6.1 oz)

HMDO

Home: Dolomite Blue

RESL

Ridge Rise: Sleet Green

4. Brodeo Beanie

\$49.00

| 29206

| 82 g (2.9 oz)

BLK

Black

CMPO

Campfire Orange

FPAT

Fitz Roy Trout Patch: Ash Tan

SEQR





Sequoia Red

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


Daypacks & Slings

Our packs and slings feature intuitive organization and rugged constructions ready to haul around the globe. They’re built from recycled polyester with a DWR (durable water repellent) coating made without PFCs to brush off light weather. Made in a Fair Trade Certified™ factory. Imported.



Refugio Daypack 26L
\$109.00 | 47913 | 735 g (1 lb 9.9 oz)

			
BLK Black	BLYB Belay Blue	SFBL Skiff Blue	SHNY Shine Yellow

Refugio Daypack 30L
\$129.00 | 47928 | 795 g (1 lb 12 oz)

		
BLK Black	BLYB Belay Blue	SFBL Skiff Blue

Atom Sling 8L
\$65.00 | 48262 | 340 g (11.9 oz)

	
BLK Black	BLYB Belay Blue



Black Hole® Bags

You never know where the day will take you, which is why our Black Hole® bags pair practical organization with technical, tough-as-nails construction for the unexpected. From grocery-and-gear hauling totes to a 1-liter hip pack for the micro-essentials, there’s a Black Hole bag to carry any daily routine. Made in a Fair Trade Certified™ factory. Imported.



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1. Black Hole® Waist Pack 5L
\$69.00 | 49281 | 320 g (11.3 oz)

SHNY Shine Yellow	BLYB Belay Blue	TGRD Touring Red

2. Ultralight Black Hole® Tote Pack
\$ 99.00 | 48809 | 370 g (13.1 oz)

BLK Black	BURD Burl Red	PGEB Passage Blue

3. Black Hole® Pack 25L
\$149.00 | 49298 | 640 g (1 lb 6.6 oz)

BLK Black	SMDB Smolder Blue	TGRD Touring Red

4. Black Hole® Pack 32L
\$169.00 | 49302 | 760 g (1 lb 10.8 oz)

BLK Black	SMDB Smolder Blue	TGRD Touring Red

5. Ultralight Black Hole® Mini Hip Pack
\$35.00 | 49447 | 100 g (3.5 oz)

BLK Black	BURD Burl Red	PGEB Passage Blue	STME Steam Blue

6. Black Hole® Tote 25L
\$ 69.00 | 49031 | 360 g (12.7 oz)

BLK Black	PEPL Perennial Purple	SHNY Shine Yellow	TGRD Touring Red

7. Black Hole® Gear Tote
\$ 119.00 | 49276 | 835 g (1 lb 13.5 oz)

TINT Tinamou Tan	WWSL Wild Waterline: Sleet Green



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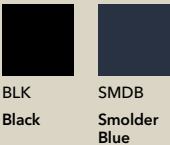


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Black Hole® Bags

You don’t need to pack big to travel far. Be it a multisport weekend or a multiweek expedition, our system of Black Hole® duffels and cubes lets you manage, organize and move your gear for any trip, without losing anything along the way. Every bag is built from weather-defiant, 100% recycled polyester, so you know it’ll survive the journey. Imported.

1. Black Hole® Mini MLC*
\$199.00 | 49266 | 1,290 g (2 lb 13.5 oz)



2. Black Hole® Cube - Small
\$35.00 | 49361 | 99 g (3.5 oz)



3. Black Hole® Cube - Medium
\$45.00 | 49366 | 200 g (7.1 oz)



4. Black Hole® Cube - Large
\$55.00 | 49371 | 250 g (8.8 oz)



5. Black Hole® Duffel 40L
\$159.00 | 49338 | 930 g (2 lb 0.8 oz)



6. Black Hole® Duffel 55L
\$169.00 | 49342 | 1,165 g (2 lb 9.1 oz)



7. Black Hole® Duffel 70L
\$199.00 | 49347 | 1,440 g (3 lb 2.8 oz)



8. Black Hole® Duffel 100L
\$219.00 | 49352 | 1,640 g (3 lb 9.9 oz)



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Next▶ is
unstoppable

patagonia® 50▶

patagonia® 50▶

*On farms across Montana, Chia Thrane and her partner, Ivan, use goats to manage noxious weeds and revitalize soil. And their kids, Axel, Yarrow and Juniper, are along every step of the way. Healthy Meadows LLC, Red Lodge, Montana. **Leslie Hittmeier***

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