Gibile Contraction of the second seco

Camp chef Dustin Eroh serves up a one-pan special during a climbing trip on the Pika Glacier. Denali National Park and Preserve, Alaska. Andrew Burr



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 outerwear to warm-yet-wicking baselayers to our toughas-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.

To learn more about Patagonia Group Sales, visit our website at Patagonia.com/group-sales or contact us directly at 800-470-7458 with any questions.

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| Outerwear | 12 |
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| Workwear | |

Started in 1952, the Moloka'i Hoe outrigger race draws thousands of competitors from around the world to paddle the challenging waters of the Ka'iwi Channel to O'ahu. Hawai'i. **Tim Davis**

Product shown: Capilene® Cool Daily Shirt



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 thirdparty logos on our gear. This time, however, we're doing it a little differently.

Embroidered logos 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.

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 resell 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.

Of course, our favorite option 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. Another option is to work with a third-party decoration facility to apply removable branding such as a zipper pulls, 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.

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.

Inter-Fluve employees at Prichard Creek, a current project that aims to remedy previous harm from mining and improve habitat for native trout. Idaho. Inter-Fluve



Customer Testimonials

"Both New Belgium and Patagonia share a commitment to being B Corporations, which means our partnership is built on a foundation of ethical and responsible business practices. Customers and competitors recognize the craftsmanship and environmental consciousness that define our products."

Matt Jones, Pacific Northwest Regional Director, New Belgium Brewing

66

"Our work brings us to remote rivers in all corners of the US, and during all seasons. Sometimes, we are thrashing through dense willow brush and thorny blackberries in the heat of late summer. Other times, we're tested by unrelenting, bone-chilling rains in the Pacific Northwest. When we're lucky, it's somewhere in between. We regularly use Patagonia packs, jackets and layers to keep us comfortable (and stylish) in all conditions."

Kristen Godkin, Development Director, Inter-Fluve

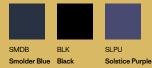
Daypacks

Our daypacks feature intuitive organization and durable constructions for wherever you're bound. They're built from recycled polyester with a durable water repellent coating made without intentionally added PFAS, or from 100% organic cotton canvas with a PU coating. Made in a Fair Trade Certified[™] factory. Imported.

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



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



Fieldsmith Lid Pack 28L \$139.00 | 48548 | 770 g (1 lb 11 oz)



atigonia

30L



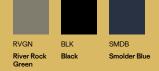
Totes & Slings

Our collection of slings, tote packs and hip packs are just the right size for days when you don't need the kitchen sink. Built with recycled materials and weather-resistant exteriors, they have technical features for active pursuits plus plenty of storage and organization to keep everything in its place. Made in a Fair Trade Certified[™] factory. Imported.

Atom Sling 8L \$65.00 | 48262 | 340 g (12 oz)



Terravia Tote Pack 24L \$99.00 | 48814 | 420 g (14.9 oz)



Terravia Mini Hip Pack 1L \$35.00 | 49448 | 111g(4 oz)



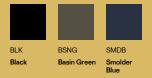




Black Hole[®] Packs

Our Black Hole[®] backpacks are perfect for organizing your daily commute and rugged enough to haul around the globe. They now have a matte finish thanks to an innovative recycled laminate, plus streamlined organization, spacious interiors, and weather- and abrasion-resistant exteriors. Made in a Fair Trade Certified[®] factory. Imported.

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



Black Hole^{*} Pack 32L \$169.00 | 49302 | 760 g(1 lb 10.8 oz)



Black Hole[®] Mini MLC[®] \$199.00 | 49266 | 1,290 g (2 lbs 13.5 oz)



SMDB BLK Smolder Blue Black



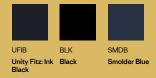
32L



Black Hole® Duffels

Our redesigned Black Hole^{*} Duffels got a makeover in the name of better materials with less environmental impact. Delivering the same performance you expect, they now feature an innovative recycled TPU-film laminate, which gives these bags their new matte finish. Made in a Fair Trade Certified^{*} factory. Imported.

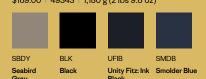
Black Hole[®] Duffel 100L \$219.00 | 49353 | 1,595 g (3 lbs 8.3 oz)



Black Hole[®] Duffel 70L \$199.00 | 49348 | 1,365 g (3 lbs 0.2 oz)



Black Hole Duffel 55L \$169.00 | 49343 | 1.180 g (2 lbs 9.6 oz)



Black Hole[®] Duffel 40L

\$159.00 | 49339 | 1,045 g (2 lbs 4.9 oz)











Black Hole[®] Cubes

Our Black Hole[®] cubes excel at gear organization and are designed to fit seamlessly inside our duffels. They're made with weather- and abrasion-resistant 100% recycled fabric with a recycled matte finish. Use them on their own, toss 'em in your bag or lash them onto your duffel for added space. Made in a Fair Trade Certified[®] factory. Imported.

Black Hole^{*} Cube 3L \$ 39.00 | 49362 | 110 g (3.9 oz)



Black Hole[®] Cube 6L \$ 49.00 | 49367 | 190 g(6.7 oz)











Black Hole[®] Totes

patagonia

Our Black Hole® totes are the nearly bottomless bags to hold all your stuff for years to come. The two sizes provide options for packing a lot or just an everyday load, and feature the same fabric as the rest of our Black Hole line, a weather- and abrasion-resistant 100% recycled polyester with a recycled matte finish. Made in a Fair Trade Certified™ factory. Imported.

Black Hole[®] Tote 25L \$79.00 | 49032 | 391g(13.8 oz)



Black Hole[®] Gear Tote 61L \$ 119.00 | 49276 | 835 g(1 lb 13.5 oz)



Black



The skeleton in our closet

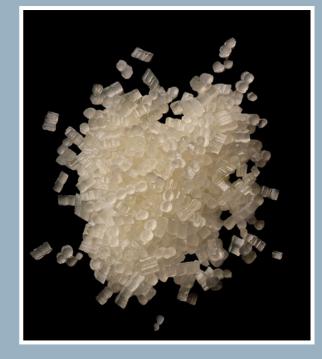
A not-so-spooky story about recycled bags.

Our Black Hole[®] duffels have been a lot of places since they were first released in the 1990s. They've weathered the snowiest mountains, the thickest jungles, the

hottest deserts and the most chaotic city streets, traveling on all manner of air, water, land and animal transport with a sheeny flair.

But that iconic, glossy exterior is also the bag's dirtiest secret.

The material in question is TPU, short for thermoplastic polyurethane, and it's this flexible plastic coating that makes Black Hole fabric so resistant to water, abrasion and general abuse. It's not the main ingredient think weatherproof paint applied to an



already sturdy house—yet it makes up nearly half the fabric's weight. And, until recently, there was no recycled alternative. "It was that one skeleton in the closet," says equipment designer Evan Daniel.

We've been using recycled materials for the body fabric, webbing and daisy-chain loops of our Black Hole bags since 2018 and had been considering similar options for TPU since 2016. We knew the material was out there and knew it could repurpose a lot of waste: For every 1,000 pounds of virgin TPU created, 75 pounds are thrown out. But we were less certain if we could make the swap and preserve the renowned Black Hole sturdiness.

"Everything was telling us not to do recycled TPU,"

Daniel says. "Doing the right thing often causes headaches later."

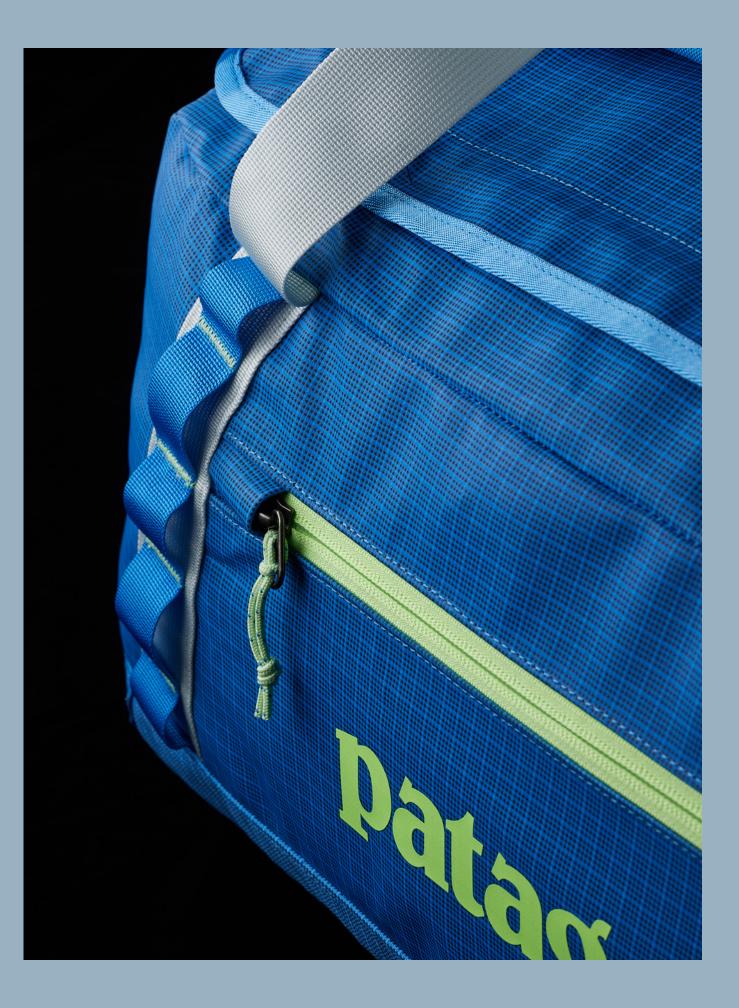
So, we started slowly. We experimented on the new material in the lab. We took one duffel on climbing trips in Colorado and California, and then chucked it out of a bush plane onto an Alaskan glacier. With each test, we made tweaks and adjustments until we were sure the recycled fabric—which has a matte finish instead of the classic gloss—matched its predecessor's unwavering durability.

"There's no 'blue bin' for recycled TPU," Daniel says. "And when you're dealing with trash, there's lots of things you can't

control. It's like a puzzle to solve."

Solve we did. We began using recycled TPU for select Black Hole bags in Fall 2022—an industry first. In Spring 2024, we used the new material in Black Hole duffels, and in Fall 2024, we made the swap for our rolling duffels, so now the entire line features recycled TPU.

The new Black Hole bags may not have their iconic shine, but that's just fine with us. Traveling is a lot easier without a skeleton in your duffel.



Nano Puff®

patagonia

CUSTOMER FAVORITE

patagonia

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

Men's Nano Puff" Vest

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

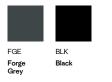


Men's Nano Puff* Jacket

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



Men's Nano Puff" Hoody \$289.00 | 84222 | XS-3XL | Regular fit | 363 g(12.8 oz)



Women's Nano Puff" Vest

Patagonia

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



Women's Nano Puff' Jacket





Women's Nano Puff[®] Hoody

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



LMBE Lagom Blue BLK **Black**

Torrentshel

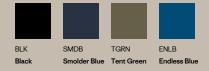
Simple and unpretentious, our Torrentshell 3L Rain Jacket provides long-term comfort and protection in soaking storms and steady drizzles. We named it 3L for its 3-layer shell, which consists of 100% recycled nylon face fabric with a durable water repellent finish, an engineered polyurethane membrane and a tricot backer that work together to meet our rigorous H_2 No[®] Performance Standard. The fabrics, membrane and finishes are all made without intentionally added PFAS. Made in a Fair Trade Certified[®] factory. Imported.

Women's Torrentshell 3L Rain Jacket

\$179.00 | 85246 | XS-XXL | Regular fit | 352 g(12.4 oz)



Men's Torrentshell 3L Rain Jacket \$179.00 | 85241 | XS-3XL | Regular fit | 400 g(14.1 oz)





Soft-ShellJackets

patagonia

Our soft-shell jackets prioritize warmth, breathability and stretch for versatility in shifting mountain conditions. They have double-weave fabric that's soft next to skin but abrasion- and weather-resistant on the outside, with a durable water repellent finish made without intentionally added PFAS. They can be worn as an outer layer in milder conditions or underneath a hard shell in harsher weather. Made in a Fair Trade Certified[™] factory. Imported.

patagonia



Men's R1° TechFace Jacket \$189.00 | 83581 | XS-XXL | Slim fit | 337 g(11.9 oz)



Black Smolder Blue



Men's R2° TechFace Jacket \$199.00 | 83626 | XS-3XL | Slim fit | 480 g (16.9 oz)



Black





patagonia



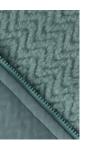
Wetland Blue Black



BLK **Black**







Women's R2' CrossStrata Jacket \$199.00 | 85475 | XXS-XXL | Slim fit | 400 g(14.1 oz)

Houdini[®] Jackets

Run, ride, climb—the trusted Houdini® Jacket is up for anything. It's lightweight and packable, blocks wind and withstands abrasion, with a weather-resistant 100% recycled nylon ripstop fabric and a durable water repellent finish that is made without intentionally added PFAS. Made in a Fair Trade Certified[™] factory. Imported.

Women's Houdini^{*} Jacket \$109.00 | 24147 | XS-XXL | Slim fit | 96 g(3.4 oz)



Men's Houdini[®] Jacket \$109.00 | 24142 | XS-3XL | Slim fit | 105 g(3.7 oz)







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 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 4,800 members—from companies like New Belgium Brewing to individuals like musician Jack Johnson—who've donated more than \$672 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.

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 into Patagonia will be distributed as dividends to protect the planet. Nancy Pastor



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."

Over \$**215** *million*

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

Over 9,470

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

Over \$**672** *million*

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

166

Patagonia's 2024 Overall B Impact Score, out of a possible 200. Fleece

patagonia

patagonia

Better Sweater®

Datadonia

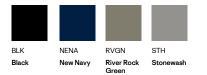
Made with a warm 100% recycled polyester fabric that looks like wool, our Better Sweater[®] jackets and vests have a soft fleece interior and a sweater-knit face. All Better Sweater styles (excluding gloves) are made in a Fair Trade Certified[®] factory. Imported.

Men's Better Sweater' Vest

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



Men's Better Sweater^{*} 1/4-Zip \$139.00 | 25523 | XS-3XL | Regular fit | 505 g (17.8 oz)



Men's Better Sweater[®] Jacket \$159.00 | 25528 | XS-3XL | Regular fit | 638 g (22.5 oz)

patagonia



Women's Better Sweater* Vest

patagonia

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



Women's Better Sweater[®] 1/4-Zip \$139.00 | 25618 | XXS-XXL | Slim fit | 391 g(13.8 oz)





Women's Better Sweater' Jacket

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





NENA Birch White New Navy



CNPL Concrete Purple

Fleece

Micro D®

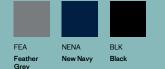
Lightweight Micro D* styles are made of 100% recycled polyester microfleece that feels warm and cozy against your skin, dries quickly and allows for a full range of motion. Made in a Fair Trade Certified* factory. Imported.

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



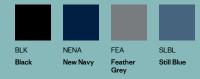
Men's Micro D° Jacket

\$99.00 | 26171 | XS-3XL | Regular fit | 337 g (11.9 oz)



Men's Micro D[®] Pullover

\$69.00 | 26176 | XS-3XL | Regular fit | 258 g (9.1 oz)







Fleece

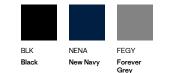
Regulator®

Patagonia

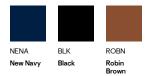
Warm, highly breathable and wonderfully stretchy, our classic R1° Pullover is built with exclusive Polartec* Power Grid* fleece fabric (93% recycled polyester/ 7% spandex), and our lighter R1° Air styles use 100% recycled polyester jacquard fleece that increases breathability. All keep you toasty and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

patagonia

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



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



Men's R1° Jacket \$169.00 | 40129 | XS-XXL | Slim fit | 343 g(12.1 oz)



Black





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



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





Women's R1[®] Jacket \$169.00 | 40139 | XXS-XL | Slim fit | 284 g(10 oz)



BLK Black Tech Tees & Baselayers

Capilene[®] Cool Daily

An ideal companion on the trail or in the water, 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® Mint odor control. Made in a Fair Trade Certified[®] factory. Imported.

Men's Sleeveless Capilene[®] Cool Daily Shirt \$39.00 | 45255 | XS-XXL | Regular fit | 108 g (3.8 oz)



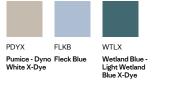
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Men's Capilene[®] Cool Daily Shirt

\$45.00 | 45215 | XS-3XL | Regular fit | 128 g (4.5 oz)



Men's Long-Sleeved Capilene[®] Cool Daily Shirt \$55.00 | 45180 | XS-3XL | Regular fit | 153 g (5.4 oz)

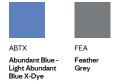


Men's Capilene[®] Cool Daily Hoody \$65.00 i 45310 | XS-3XL | Regular fit | 179 g (6.3 oz)



Feathe Light Smolder Blue X-Dve Grey

Women's Capilene[®] Cool Daily Tank \$39.00 | 45295 | XS-XL | Regular fit | 77 g (2.7 oz)



Women's Capilene® Cool Daily Shirt \$45.00 | 45225 | XXS-XXL | Regular fit | 105 g (3.7 oz)



Pumice - Dyno Feather White X-Dye Grey

Light Smolder Blue



Women's Long-Sleeved Capilene[®] Cool Daily Shirt \$55.00 | 45185 | XXS-XXL | Regular fit | 136 g (4.8 oz)

FEA Feathe



Pumice - Dyno



Light Smold Blue X-Dye

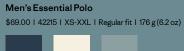
Women's Capilene® Cool Daily Hoody \$65.00 | 45315 | XS-XXL | Regular fit | 147 g (5.2 oz)

тмвх Light Thermal Blue X-Dve



Lifestyle Essentials POOS

Our men's travel polos offer classic style, breathable comfort and easy care on the road. The Transit Traveler Polo is made with a 100% recycled polyester knit, and the Essential Polo is made with a blend of organic cotton and postconsumer recycled polyester containing SEAQUAL® MARINE PLASTIC. Made in Fair Trade Certified[™] factories.





Men's Transit Traveler Polo \$99.00 | 41990 | XS-XXL | Regular fit | 215 g (7.6 oz)







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