

ALL IN: HOW UPCOMING FASHION BRAND REFORMATION LEADS BY DOING

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REFORMATION

A woman with long blonde hair, wearing blue denim overalls, stands in a dense, lush green forest. She has her hands clasped behind her head, looking upwards. The background is filled with various types of green leaves and ferns, creating a vibrant, natural setting. The lighting is soft and natural, highlighting the textures of the foliage and the woman's clothing.

REFORMATION

OUTLINE



- 1 'MATERIALS MISSION'
- 2 REFSCALE & MATERIALS ASSESSMENT
- 3 SOURCING
- 4 ENGAGEMENT
- 5 NEXT STEPS
- 6 Q&A

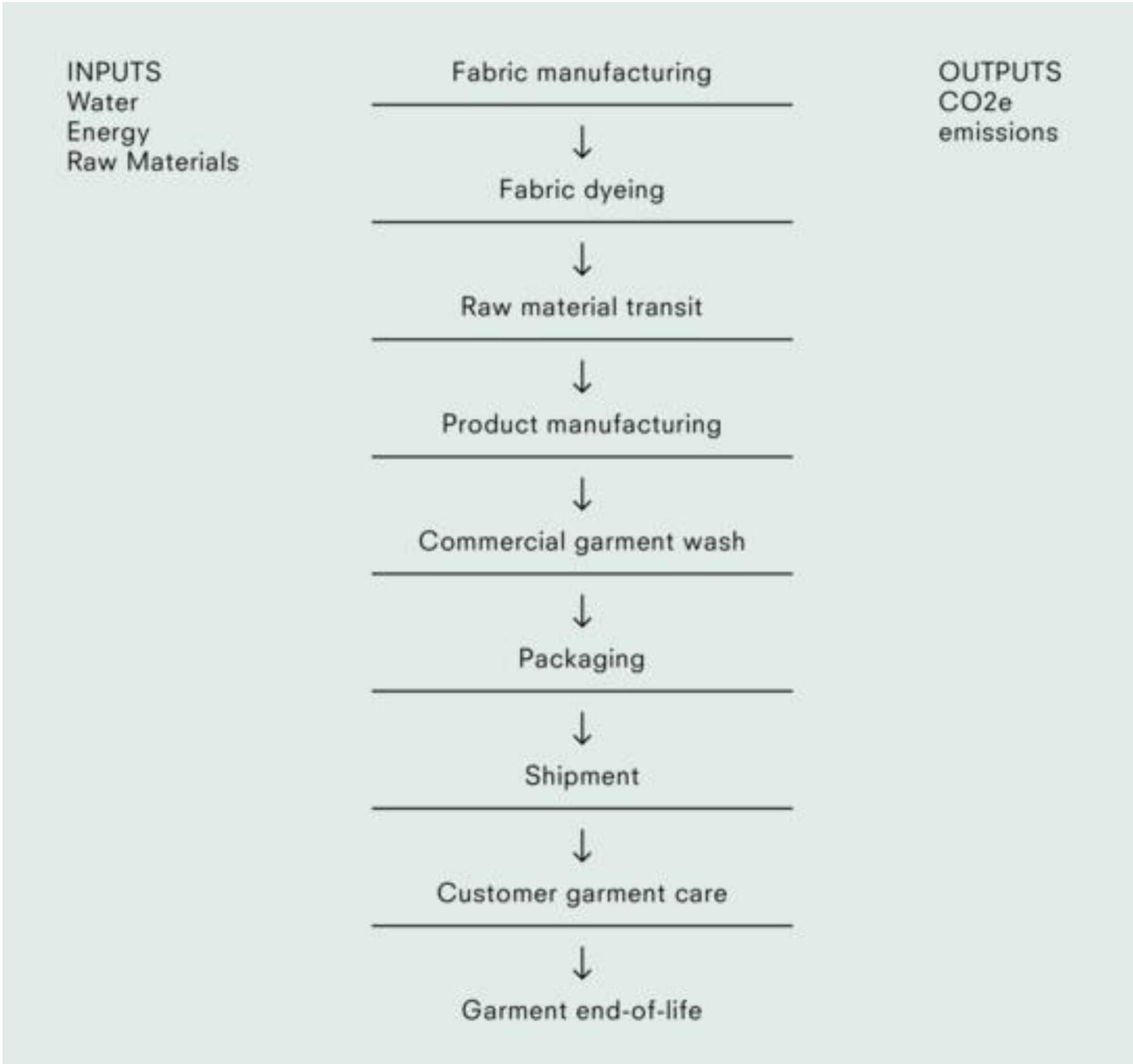




- Maximize reuse
- Renewable resources
- No trade-offs for quality & design
- Low life cycle impacts**



- Calculate actual sustainability impacts
- Educate about all costs of fashion
- Design & sourcing tool

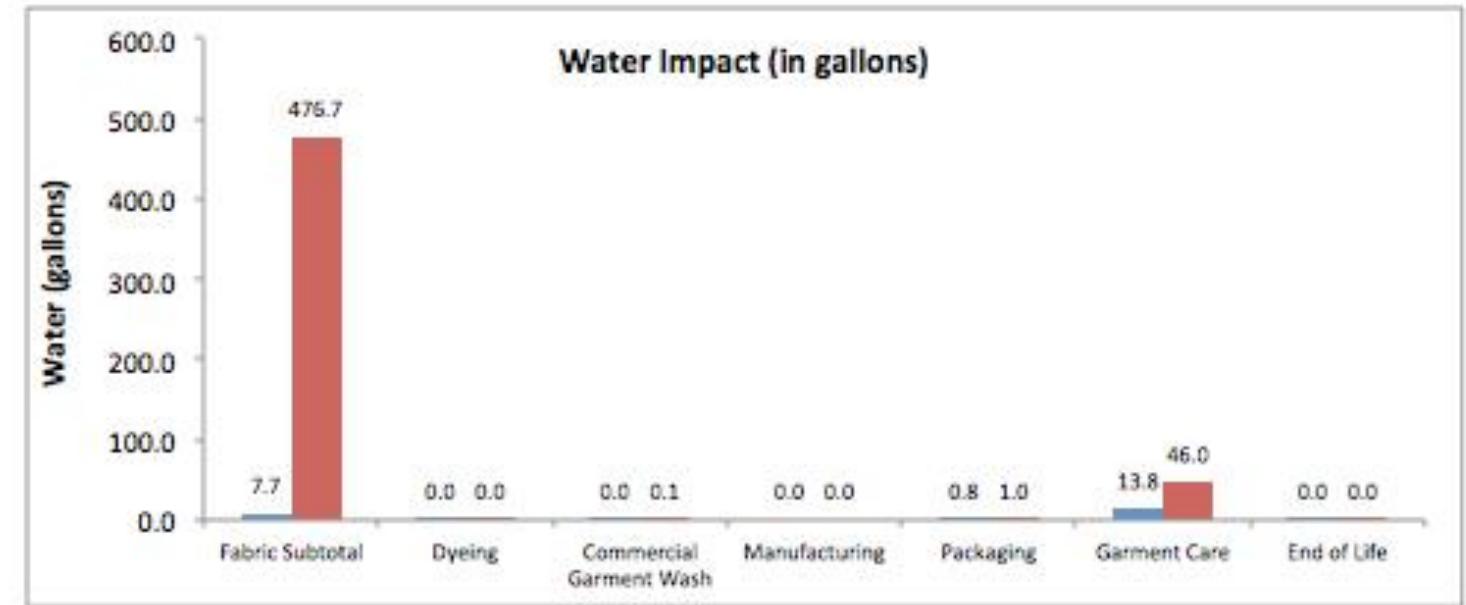
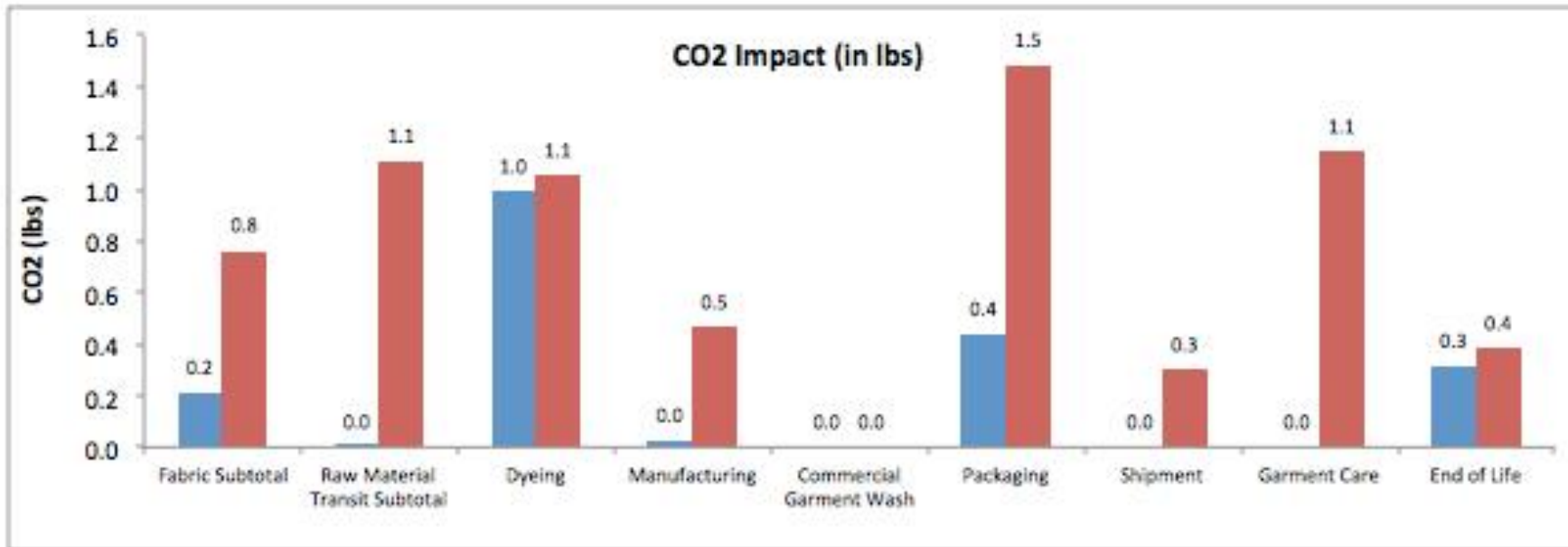


<https://www.thereformation.com/about-us#products>
<https://www.thereformation.com/about-us#glossary>



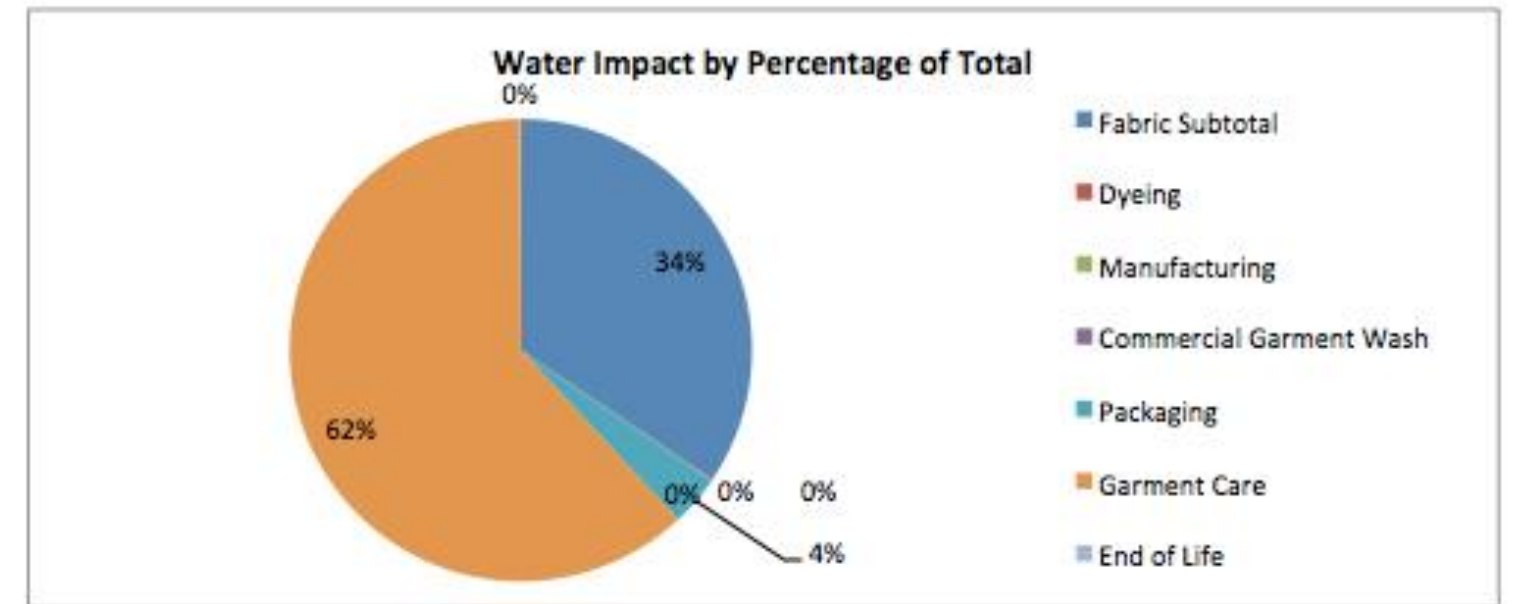
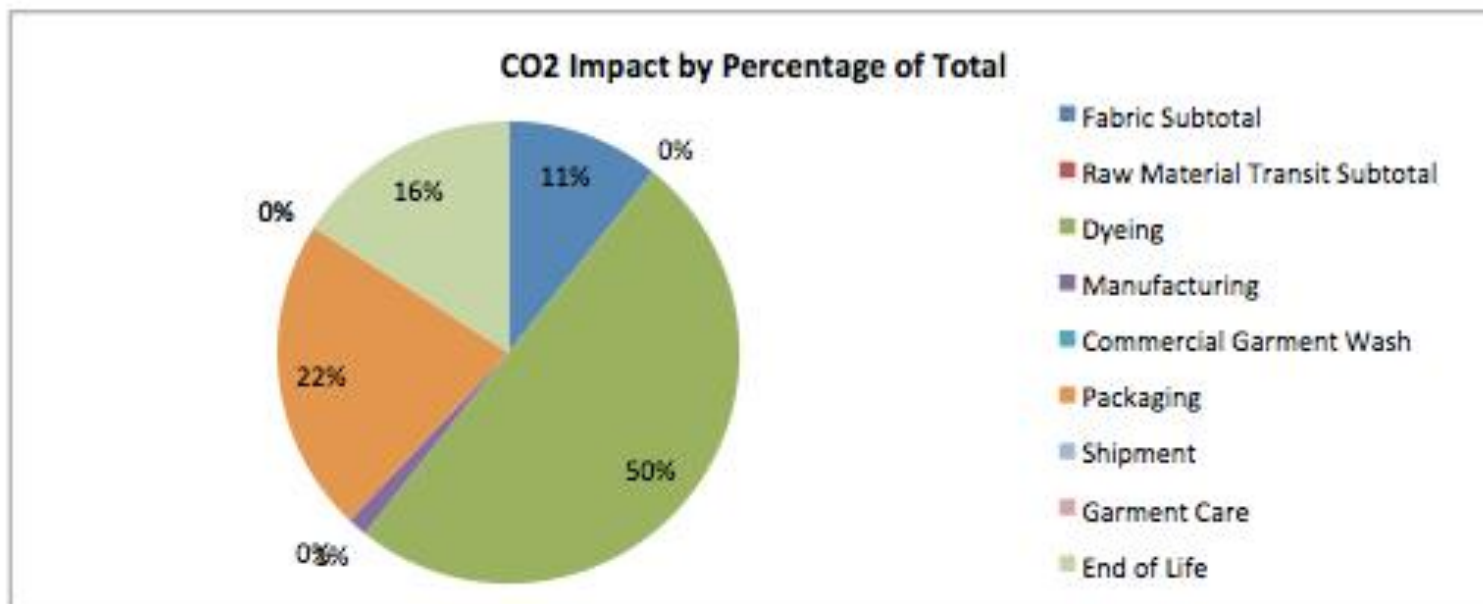
RefScale results for Austin Tee: We use 2 lbs CO2/30 gal H2O | Saves 5 lbs/970 gal

Impact Comparisons Reformation vs. Conventional



■ Reformation ■ Conventional

Reformation Impacts





Launch to date:
2 Million pounds of CO2
200 Million gallons of H2O

NEW CLOTHES ▾ STORIES ▾

REFORMATION

Jane Dress

\$78.00

STORY FIT


RefScale	This garment	Industry standard	Savings
H2O	106 gal.	3655 gal.	3549 gal.
CO2	8 lbs.	26 lbs.	17 lbs.

[Learn more](#)

This is made from Tencel and she's a freak of nature. Tencel is made from biodegradable, renewable, sustainably harvested wood pulp. It's manufactured in a closed-loop system, which means all excess materials get reused. A traditional cotton tee uses 257 gallons of water to produce; a Tencel tee only uses 6. Nothing gets us hotter than saving water.

COLOR	SIZE	QUANTITY
Black	-	1

ADD TO BAG



[Pin it](#)

[Pin it](#) ○ ○ ● ○



OK

Deadstock
Vintage
Lyocell/Tencel
Flax

Recycled wool
Hemp
Recycled cotton
Alpaca

OK w/ certifications

Viscose
Leather
Silk

Cupro
Modal
Recycled Poly/Nylon

Not for us

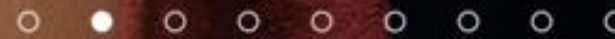
Virgin cotton
Virgin wool
Conv. tanned leather

Fossil-fuel fabrics
(or blends w/ 10%+ synthetics)



REFORMATION

1-800-NOTHANKS





We make killer clothes that don't kill the environment.



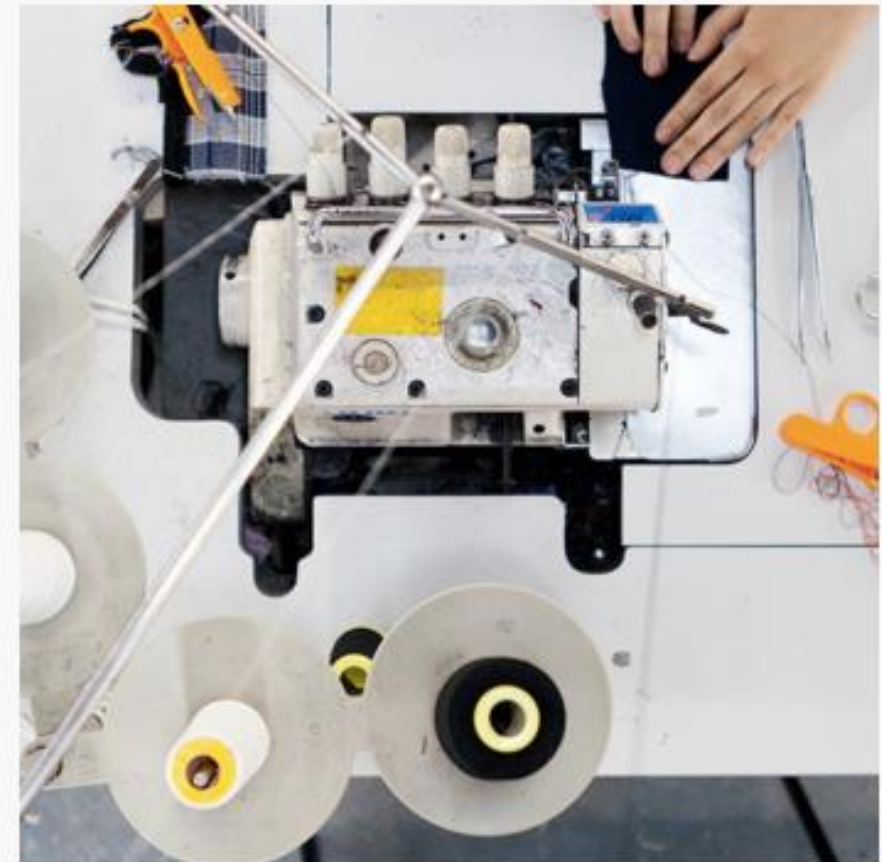
RefRecycling

The easiest way for you to recycle all those clothes you probably shouldn't wear again.



RefScale

We track exactly what impact each of our garments have on the environment.



Impact of fashion

Fashion is the third most polluting industry in the world. Geek out on the facts.



- Know your sh*t
- Don't take it too seriously
- Over-share
- Don't push it or sell it



REFORMATION



RefScale	Total order	Industry standard	Savings
💧 H ₂ O	366 gal.	3406 gal.	3040 gal.
☁️ CO ₂	4 lbs.	34 lbs.	30 lbs.

We think about all the costs in creating fashion. RefScale tracks the pounds of carbon dioxide emitted and gallons of water used to make and wear our clothes. In exchange, we help plant forests to naturally capture CO₂ from the air and invest in clean water solutions.

[GEEK OUT ON THE DETAILS](#)




reformation
FOLLOWING

1,905 likes 3w

reformation RefScale appears on every single item on our website (look for the Earth icon!) and tells you the impact each garment has on the environment in terms of CO₂ and water. Link in bio to geek out on all the details. #jointhereformation #RefScale 🌍

- view all 23 comments
- selinavanhouten** 🙏🏡💕 love it!
 - iamkellymurphy** @khijohnson this is cool
 - apistachio** @annaclairemahar
 - thenewfashionnorm** This is so brilliant 💕
 - dinamazar** @ramzi_azar
 - karinagarrick** @reformation Authenticity and integrity are important. I have clothes that I wore 25 years ago that my 25 year old daughter wears now and they are still fresh... #driesvannoten #apc #agnesb
 - kacerri** @jessea 🌍👍🏡


Add a comment...
○○○



 **reformation** FOLLOWING

3,541 likes 5w

reformation #jointhereformation 🌍
[view all 78 comments](#)

- sofizzal** @nadiahartvigsen
- chauch_** @enjoy__january Rad!!
- sustainablysexy** @treinthesea 👍
- misselaine_eous** 🙌
- kath_erineee** @tal_lee 🙌🙌
- miekekassulke** @essiekass 😊
- smokey58** Wear it OUT, love it, wear it out. 👗💚
- navarroluiza** @gabrielacrmiranda
- reformation** @secondloves_byronbay
You're welcome! xx
- greenpopsa** We love that you guys are telling it like it is and being part of a global shift in mindset! Saw on your site that you've already joined the #treevolution by helping plant forests to compensate for _____

 ⋮



 reformation FOLLOWING

3,092 likes 8w

reformation #jointhereformation 🌍

view all 62 comments

cheka23 LOL @barracuda_bite @vaalvarez vicrudiak Do people still wash in hot? Cold is cool

lindsaylaurenne @oradekorn told ya so xo juju.glam @jenniferdeonharris

lovefashionation Yes! Follow the reformation 😊

alflower1 @amyscho lol I think it depends which state you're in!!!!

becc4bry4nt @richbassss we don't have the option anyway! 😊

bewwamiller @ly.cheeks already do 👍

laurenibdc @pknupp3 😊

spawkuwz @kalicandri21

reformation @sallyekong Thank you! xx

 Add a comment... ⋮



 reformation FOLLOWING

3,576 likes 11w

reformation #jointhereformation 🌍

view all 195 comments

mskoumatse Pretty chic perdón @s4mmyc **asalhejazi** @brianna_duran @thesweetnuns 700 CO2 points for us!

thesweetnuns @asalhejazi @brianna_duran 😊

Jenncas11 good call on our drying racks @kellymont @leightenkristen

cmhandalg @dontworrybe_abby may be interesting to check these guys out..?!

kasiusloren @peoplespride07 awesomeness

adinamel @klohair

klohair @adinamel 🙏📦

riimorvay @nicole_ros

nicole_ros @riimorvay 💚💚

 Add a comment... ⋮



Our sourcing priorities

- Recycled natural fibers
- Viscose via Lyocell process
- Sustainable denim
- Dyeing

Industry shifts

- Fashion is next frontier for sustainable apparel
- Data, data, data!
- Decision-making tools
- Fiber R&D
- Increasing demand

Wink/nod my contact info is coming to anyone who wants to link up on the above!



Kathleen Talbot | Director of Operations & Sustainability | kathleen@thereformation.com

THANK YOU FOR PARTICIPATING !

www.textileexchange.org



TextileExchange

REFORMATION