

DON'T BUY THIS JACKET



It's Black Friday, the day in the year retail firms rush to track and start to make real money. But Black Friday, and the culture of consumption it reflects, puts the economy of nature systems that support all life firmly in the red. We're now using the resources of one-and-a-half planets on our one and only planet.

Since our Patagonia brand has been in business for a long time—and we're a world-renowned leader for our field—we want to do the opposite of every other business today. We ask you to buy less and to reflect before you spend a dime on this jacket or anything else. Environmental damage, as with corporate wrongdoing, can happen very slowly, then all of a sudden. This is what we face unless we slow down, then reverse the damage. We're running short on fresh water, topsoil, forests, wetlands—all our planet's natural systems—and resources that support business, and life, including our own.

The environmental cost of everything we make is astronomical. Consider the 100-Jacket shown, one of our best sellers. To make it required 126 liters of

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's 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

water enough to meet the daily needs of one planet—a day of 40 people. Its journey from its origin as 100% recycled polyester to our fibers we measure generated nearly 20 pounds of carbon-dioxide, 54 times the weight of the finished product. This jacket left behind, on its way to Reno, two birds to weight it needs.

And this is 100% recycled polyester jacket, knit and sewn to a high standard. It is exceptionally durable, so you won't have to replace it so often. And when it comes to the end of its useful life we'll take it back to recycle into a product of equal value. But, so is true of all the things we can make and you can buy. The jacket comes with an environmental cost higher than its price.

There is much to be done and plenty for us all to do. Don't buy what you don't need. Think twice before you buy anything. Go to patagonia.com/CommonThreads or scan the QR code below. Take the Common Threads Initiative pledge, and join us in the 100-T¹ to reimagine a world where we take only what nature can replace.

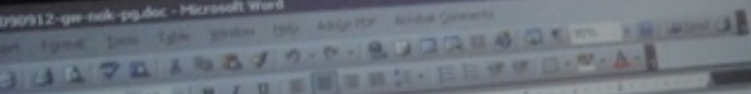
patagonia
patagonia.com





small case
footprint

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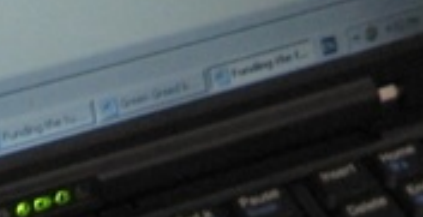


Funding the turn to safety



SEPTEMBER 12, 2009

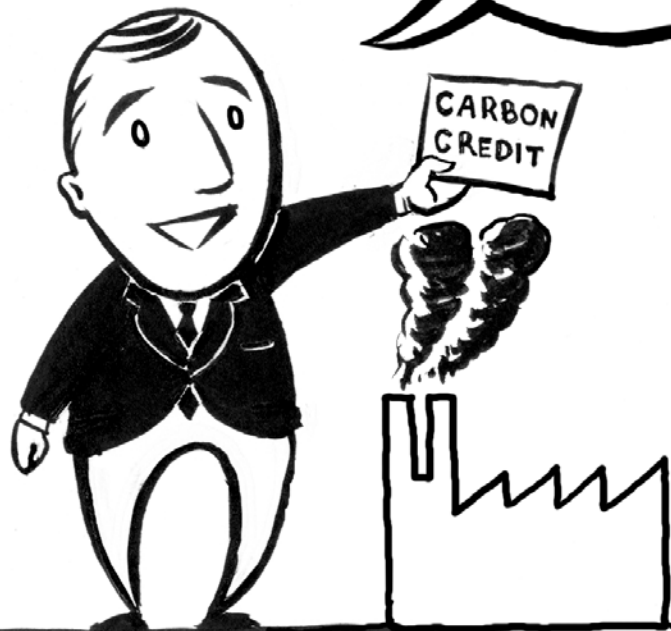
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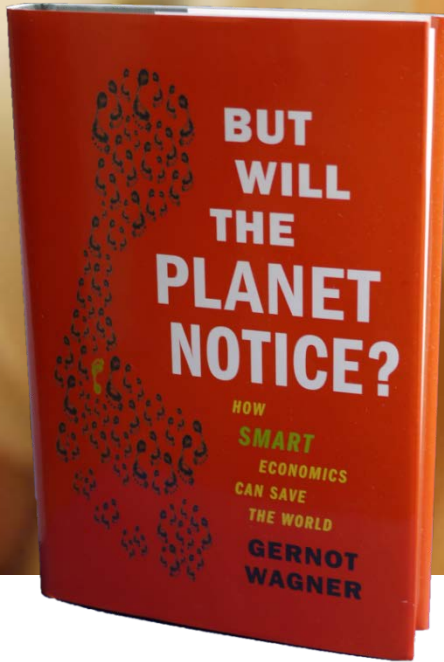
POLLUTION CAP

I'LL GLADLY
TAKE YOUR
MONEY

CARBON
CREDIT







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