

DON'T BUY THIS JACKET



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

**DON'T BUY
THIS JACKET**

patagonia
patagonia.com

**Better
Than New**



Patagonia Worn Wear Swap
Black Friday 11·28·14 All Day

No longer wearing that jacket? Take a break from the consumer madness this Black Friday and drop by the Patagonia Worn Wear Swap. If you don't find something you like, our friends from the sharing app yerdle will be on hand to exchange your used Patagonia clothing for yerdle credits.

Free food, refreshments and music

Patagonia San Francisco
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insta: @patagoniasf fb: PatagoniaSanFrancisco

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THIS SEASON, SHARE SOME VALUES

Learn more about our Common Threads Initiative,
and take the pledge to reduce consumption

TAKE THE PLEDGE

