

## **Day 6**

### **Fashion - Slides**

The Dandy Lions  
60 POINTS

#### **Instagram Post Link:**

<https://www.instagram.com/p/DPf7dF-AGN/?igsh=NTc4MTIwNjQ2YQ==>

#### **SLIDE 1 — Fashioning for a Better Future**

Engaging with Patagonia: Fashion for a Better Planet

Part of Remake's "Engaging with Brands" Campaign

We reached out to Patagonia — one of the most well-known sustainable fashion brands — to ask thoughtful questions about how they're continuing to lead the movement for ethical and environmentally responsible fashion.

#### **SLIDE 2 — Why Patagonia?**

We chose Patagonia because it's recognized for:

- Pioneering sustainable business practices
- Using recycled and organic materials
- Advocating for fair labor and transparency
- Reducing waste, water use, and carbon emissions
- Encouraging consumers to repair, reuse, and recycle instead of buying new

We wanted to see how they plan to go even further in making fashion circular and climate-conscious.

#### **SLIDE 3 — How We Engaged**

We decided to engage through a public social media post on Instagram.

By tagging @patagonia and using hashtags like #RemakeOurWorld and #SustainableFashion, we aimed to:

- Encourage transparency and dialogue
- Show other consumers the power of asking questions
- Amplify awareness of sustainable practices in fashion

#### **SLIDE 4 — Our Questions to Patagonia**

We asked:

- How does Patagonia ensure transparency and accountability across its global supply chain?
- What new initiatives are being developed to make your products even more circular from design to end-of-life recycling?
- How does Patagonia continue to support the workers and communities behind its production process, especially in lower-income manufacturing regions?

### **SLIDE 5 — Why These Questions Matter**

We wanted to understand:

- Whether “sustainable” claims are continuously measured and verified
- How Patagonia tackles labor equity and worker well-being
- What the brand envisions for the future of circular fashion

This engagement helps us — and others — learn what true sustainability looks like beyond marketing.

### **SLIDE 6 — What We Hope to Hear**

We haven’t received a direct response yet, but we hope Patagonia continues to share:

- Transparent updates on their supply chain
- Concrete progress reports on carbon and water goals
- New initiatives for repair, recycling, and resale
- Stories that inspire other brands to take similar action

### **SLIDE 7 — Reflection**

Through this activity, we learned that asking questions is a form of activism.

Consumers have the power to:

- Hold brands accountable
- Encourage ethical change in fashion
- Inspire others to make conscious choices

We were inspired by how Patagonia turns profit into purpose and we hope more brands follow their lead.

### **SLIDE 8 — Closing & Call to Action**

Join the Movement!

- Ask your favorite brands about their labor and environmental practices.
- Post your questions online — your voice matters.

- Together, we can make fashion a force for good.