

Dear (NAME),

We're Saving the Planet & You Can Too, in 7 Easy Steps



According to the [World Bank](#), **the fashion industry produces more than 10% of the world's total carbon emissions every year.** That's more than all international flights and maritime shipping combined.

Around **20% of wastewater worldwide comes from fabric dyeing and treatment.**

Of all the fibers used to manufacture clothing, **87% end up incinerated or in the landfill.**

And every year, half a million tons of plastic microfibers end up in the ocean. That's an equivalent of 50 billion plastic bottles. Microfibers cannot be extracted from water. But they easily work their way up the food chain, from Small Fry to our dinner plates, compounding as they go...

So what does all this mean?

That the clothing industry is costing us a lot more than what we pay at the register.

This environmental impact was the motivation behind our creation of Patagonia in the first place; to create a textile business that **builds the best product, causes no unnecessary harm, protects nature** and **is not bound by convention**.

Since 2017, Patagonia has once again been shattering the mold and radically reinventing the fashion industry with our [Worn Wear program](#).

Never Heard of It???

Worn Wear is Patagonia's textile-rescue program devoted to keeping your products functional, **in the great outdoors**, and **out of the landfills**.

Not only did we develop Worn Wear for the health of our planet, but we developed this program for the benefit of **you**, our loyal customers.

We know that you care about the environment just as much as we do. And we're sensitive to what that means for your pocketbooks.

To many, the upfront costs of environmentally conscious consumption are enough to discourage the practice. ([Click here](#) for a breakdown on where your money ACTUALLY goes).

Here at Patagonia, we are doing what we can to absorb that cost *and* save our precious, limited, natural resources.

THIS IS WHAT YOU CAN DO TO SAVE THE GARMENTS YOU LOVE, THE MONEY YOU EARN, AND THE PLANET WE CALL HOME:

Send us your worn wear! **It's simple and it's free**. Just follow the steps below.

1. Look through your closet.
2. Make sure there's no trash and junk in your pockets.
3. Check whether or not your item applies [HERE](#) (most do...)
4. [Find a Patagonia outlet near you](#) or mail it to us, using our [trade-in page](#).
5. Do that thing, (bring it in or mail it in).
6. Wait.
7. GET IT BACK OR RECEIVE STORE CREDIT in Patagonia retail stores, on [WornWear.com](#) and [Patagonia.com](#).

Easier than pie.

Changing the world can be as simple as changing the way we think about things. For more questions please send us an email at info@wornwear.com or visit our [FAQ](#) page.