



SEPTEMBER 21, 2021

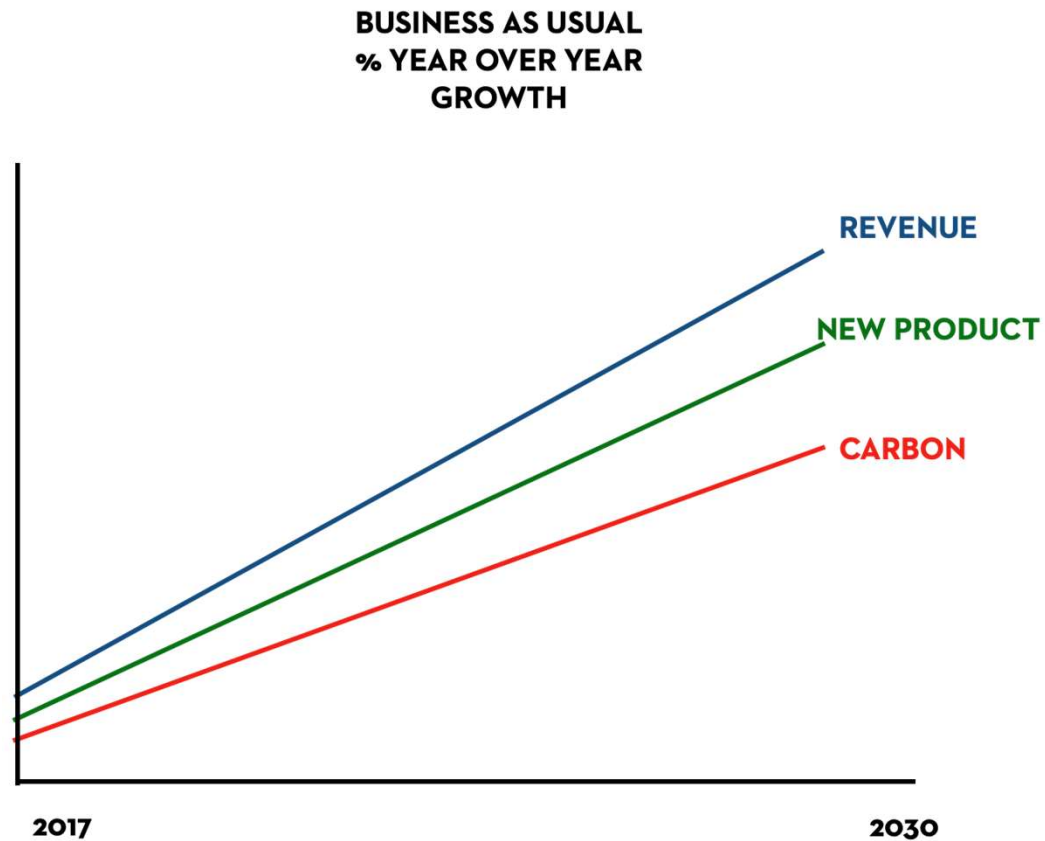
Nicole Bassett
Co Founder

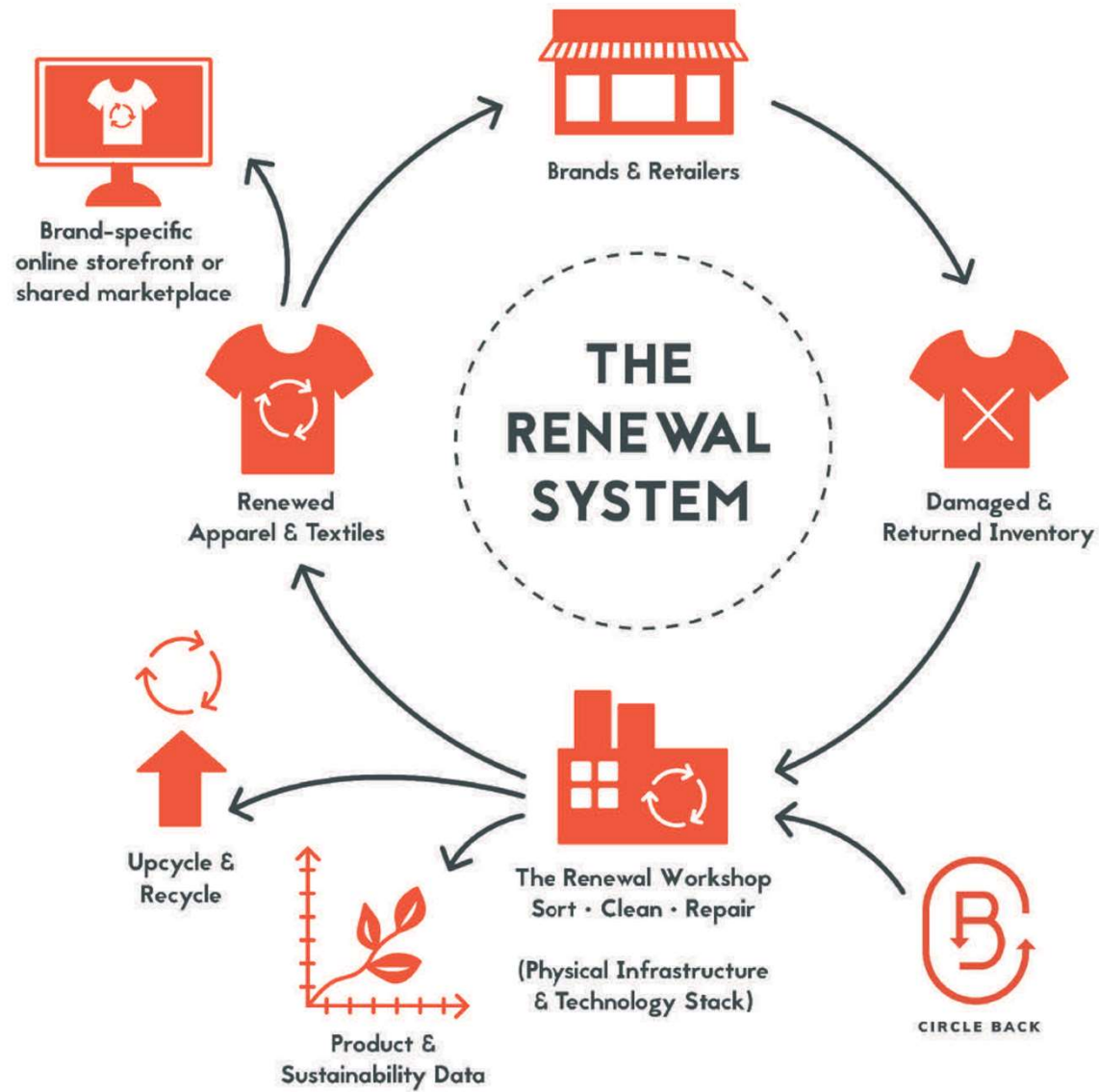


THE LOSER ECONOMY



INCENTIVIZING THE WRONG THINGS





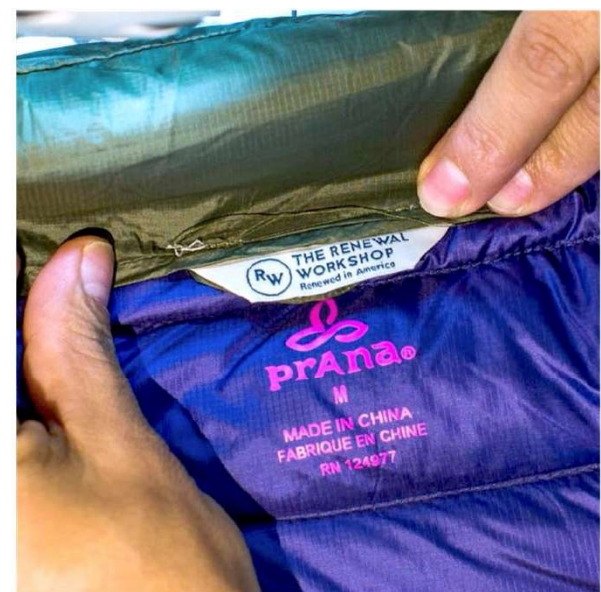
RENEWAL OPERATIONS



Each item is inspected, graded, repaired, and cleaned, some items using waterless CO2 technology.




All of our Renewed Apparel is certified to the quality standards of the original brand.



A certified label is affixed to each item, alongside original brand label, as a seal of trust and quality.

RENEWED SALES

FREE SHIPPING ON ALL U.S. ORDERS

[WOMEN PARTNERS](#) [MEN BLOG](#) [GEAR](#) [BRANDS](#) [SIGN IN](#) [CART\(0\)](#) [ABOUT US](#)

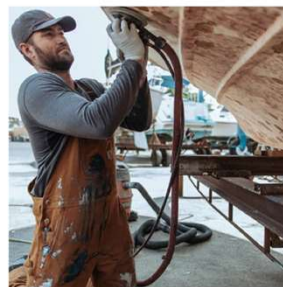
HOME > CARHARTT

CARHARTT





CARHARTT RENEWED

FIXING
WHAT'S
WRONG
DOING
WHAT'S
RIGHT



Together with The Renewal Workshop, we're working to keep our slightly imperfect gear out of landfills and get it back on the job site where it belongs.





[WOMEN](#) [MEN](#) [ABOUT](#) [SIGN IN](#) [CART\(0\)](#)

THE NORTH FACE RENEWED
A COLLECTION OF REFURBISHED CLOTHING
REMADE TO EXPLORE

[SHOP WOMEN'S](#) [SHOP MEN'S](#)

**REVIVAL
OF THE
FITTEST
REVIVAL
OF THE
FITTEST**



WOMEN'S COLLECTIONS



CHALLENGES & NEEDS

- Linear products are not designed to be resold again.
Incentives needed to digitize product.
- Current linear model is highly incentivized for waste
- Current model taxes labor not waste
- Circular business models have different efficiency pressures, products are not standardized
- Circular is seen as additive not replacing, incentive or taxes on resource creation over efficiency or reuse of materials.