



THE
RENEWAL
WORKSHOP

SEPTEMBER 21, 2021

Nicole Bassett
Co Founder

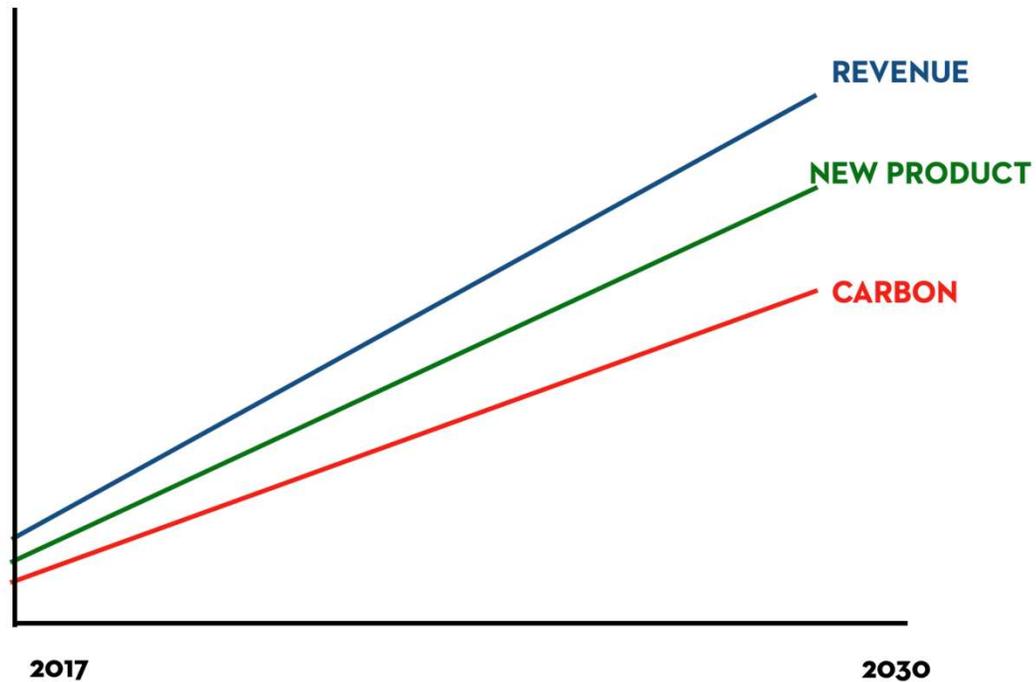


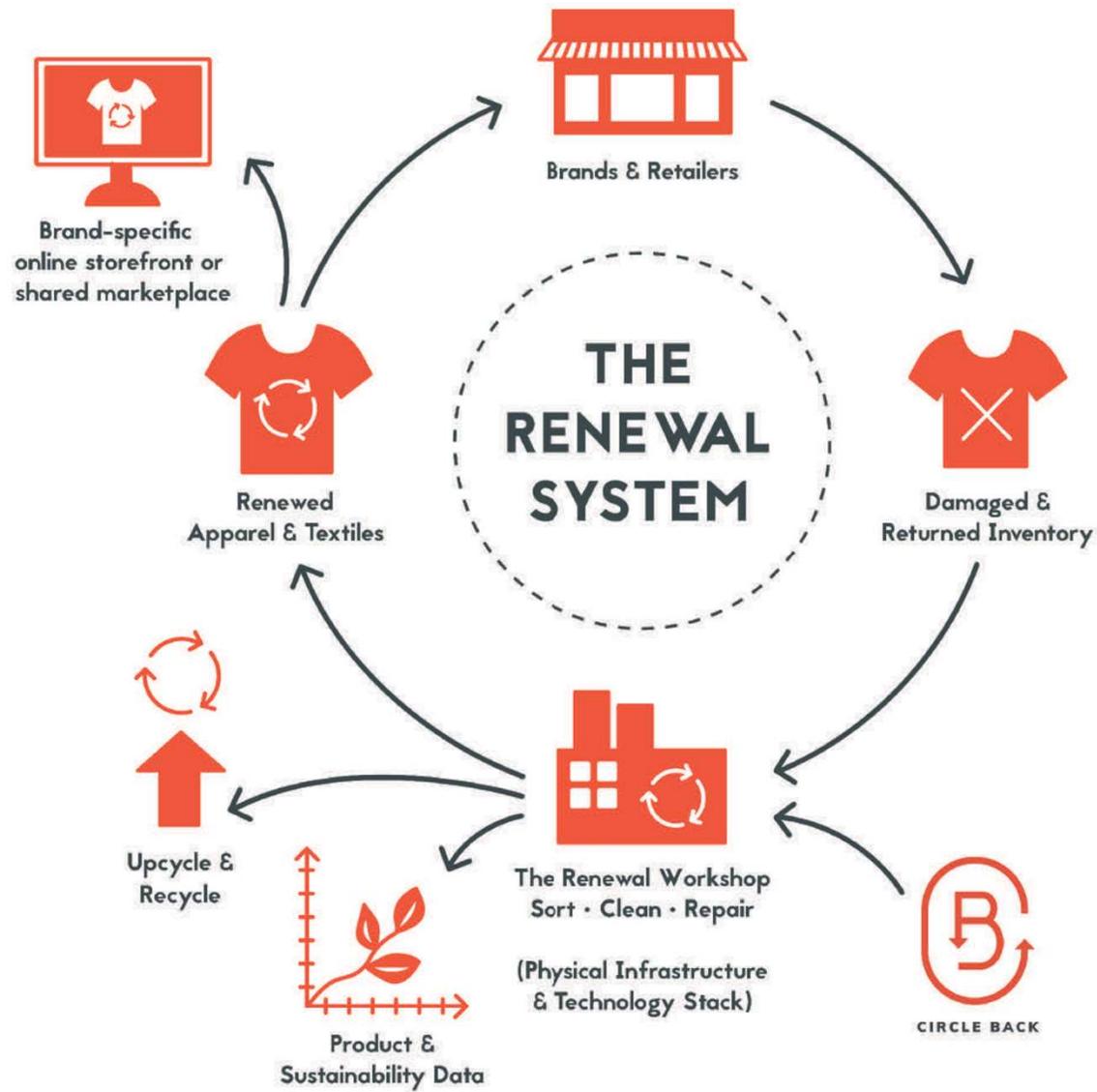
THE LOSER ECONOMY



INCENTIVIZING THE WRONG THINGS

BUSINESS AS USUAL
% YEAR OVER YEAR
GROWTH





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

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.

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

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

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



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.