

worn&wear

The Patagonia logo is centered in the lower half of the image. It features the word "patagonia" in a white, bold, serif typeface. A registered trademark symbol (®) is located at the top right of the word. The logo is set against a solid black background that represents the sky. Above the black area is a stylized silhouette of a mountain range, outlined in white. The mountains are layered with horizontal bands of color: a dark brown base, followed by a reddish-orange band, and then a light tan band at the top. The overall composition is minimalist and iconic.

patagonia®

How to *reward* customers for their loyalty and commitment to repair Patagonia's clothes?

The goal is to create a compelling brand language for Worn&Wear that can be applied at various touchpoints along the customer journey. The way we based the whole communication is to shout to the world *how cool it is to repair clothes* and amaze people with the real data behind Worn&Wear.

Last but not least, the importance of spreading the word and brand awareness among people who are not already customers, who will see gadgets, tools and other applications that look different than the current Patagonia brand.



worn&wear

You can save up to **40%** wather than producing a new cloth. Help reduce the carbon footprint by **60%** and increase the clothes life by **50%**.



Repair it



by yourself

Repairing is cool

patagonia
worn&wear

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FromWord® ✦ **patagonia®**