

Patagonia launches 24-hour online garment repair portal

What is it?

Customers can register Patagonia-branded items online to be assessed for repair. Once confirmed, damaged items will be fixed within four to six weeks at one of its European repair centres.

Why does it matter?

Patagonia aims to increase repairs fourfold to 100,000 per year in the next five years. It plans to expand its European network of fixers, as well as increase repair tools and services in stores.

Strategic implications:

As retailers review emissions targets, circularity principles such as repair and reuse will be further embedded into their operating models.

STEPIC drivers/Winning Strategies:

Climate emergency
Taking responsibility



Repair is a radical act.

Because the best thing we can do for our planet is cut down on consumption and get more use out of stuff we already own – we're making it easier than ever before to fix your Patagonia gear.



"As individual consumers, the single best thing we can do for the planet is to keep our stuff in use longer. This simple act of extending the life of our garments through proper care and repair reduces the need to buy more over time, thereby avoiding the CO2 emissions, waste output and water usage required to build it."

Willem Swager, director of finance and operations for EMEA, Patagonia