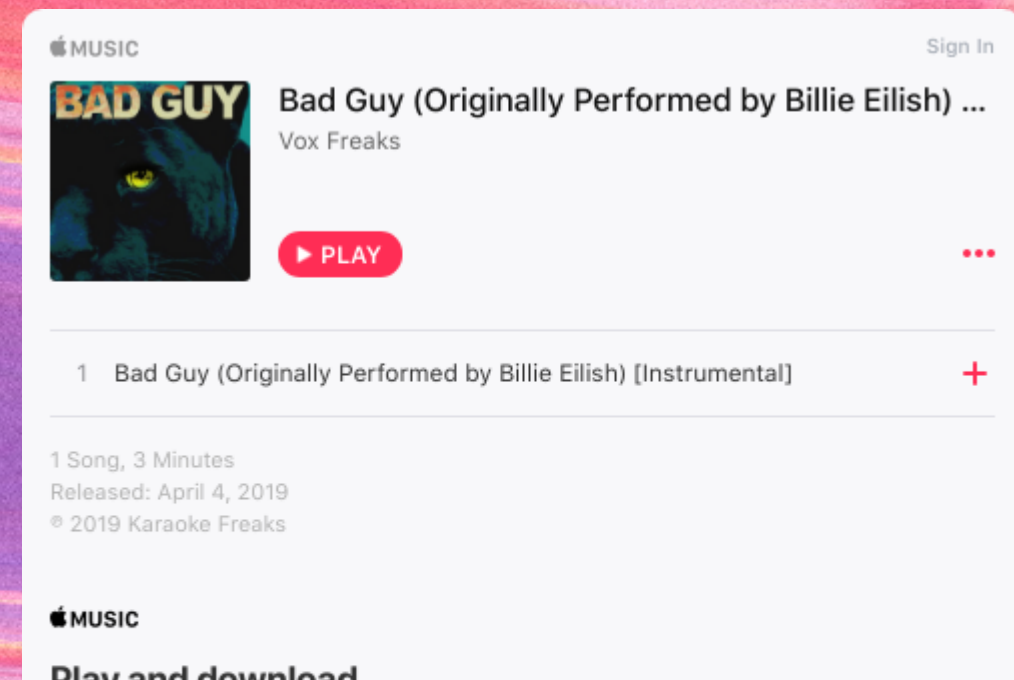


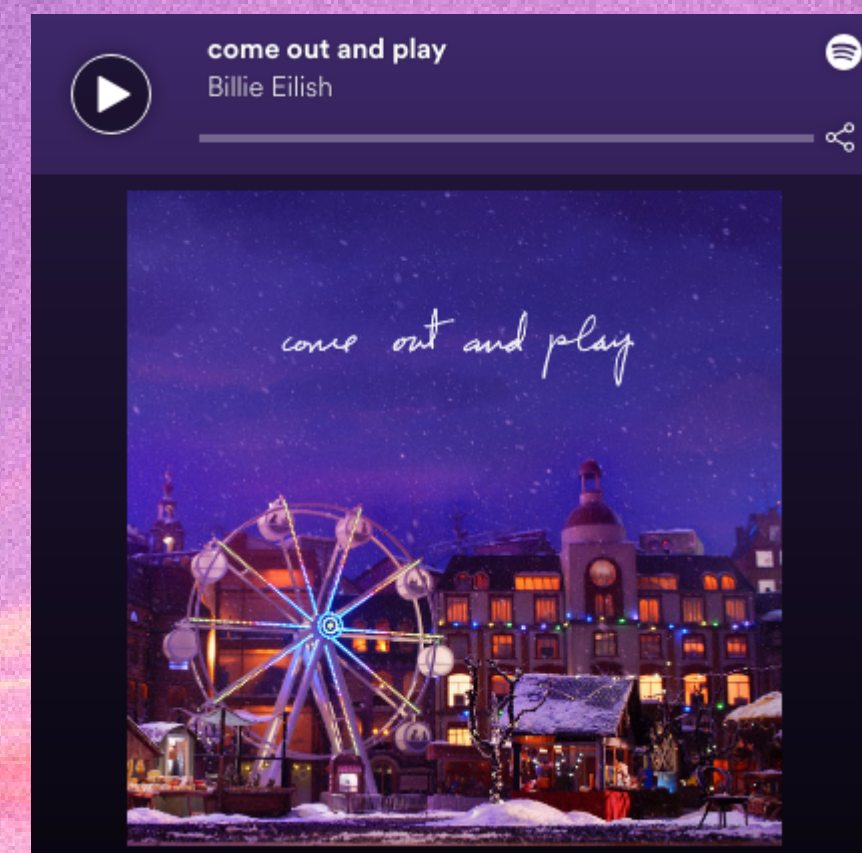
patagonia[®]

A NEW ERA

Leading Ladies
Marta Locklear, Piper Lynch, Sylvia
O'Brien, Nur Ozyildirim, Sydney Soderberg,
Thora Toloczko



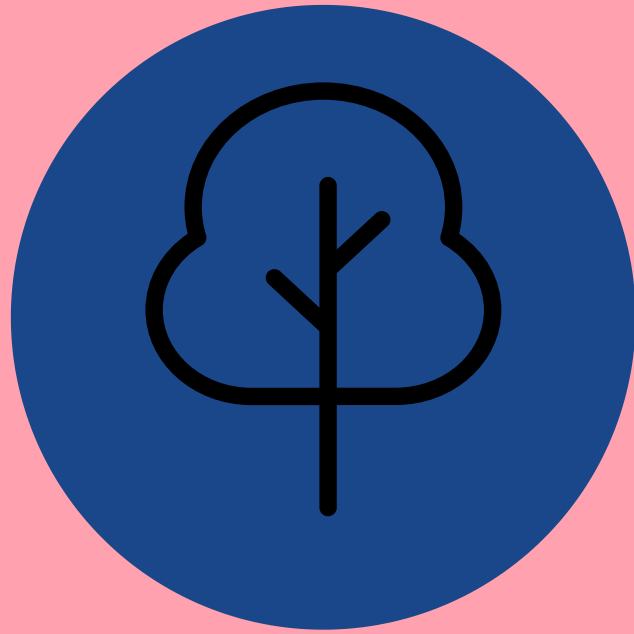
WHAT DO YOU
THINK OF
PATAGONIA?





We're in
business
to save
our home
planet.

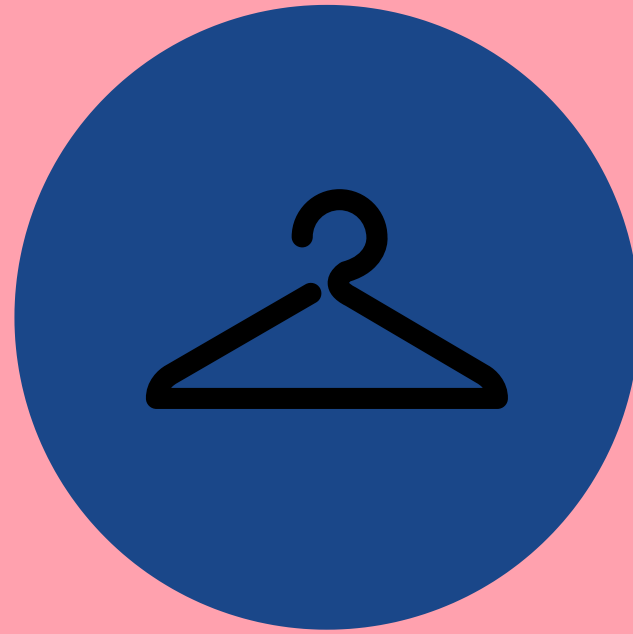
SWOT Analysis



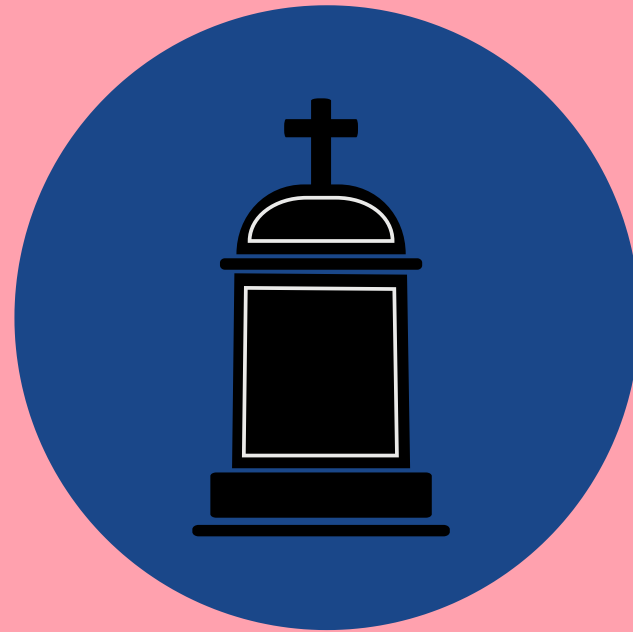
Strengths



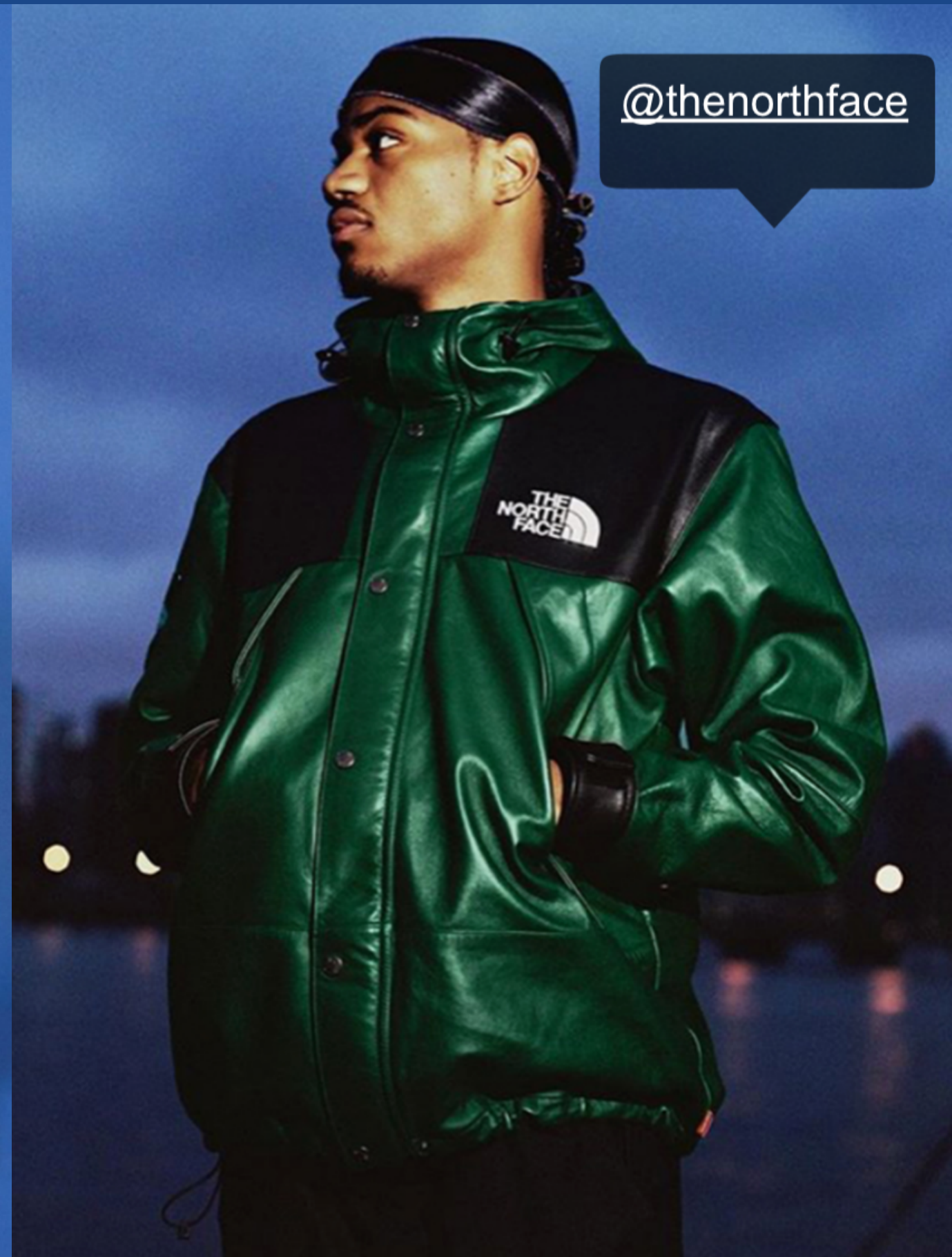
Opportunities



Weakness



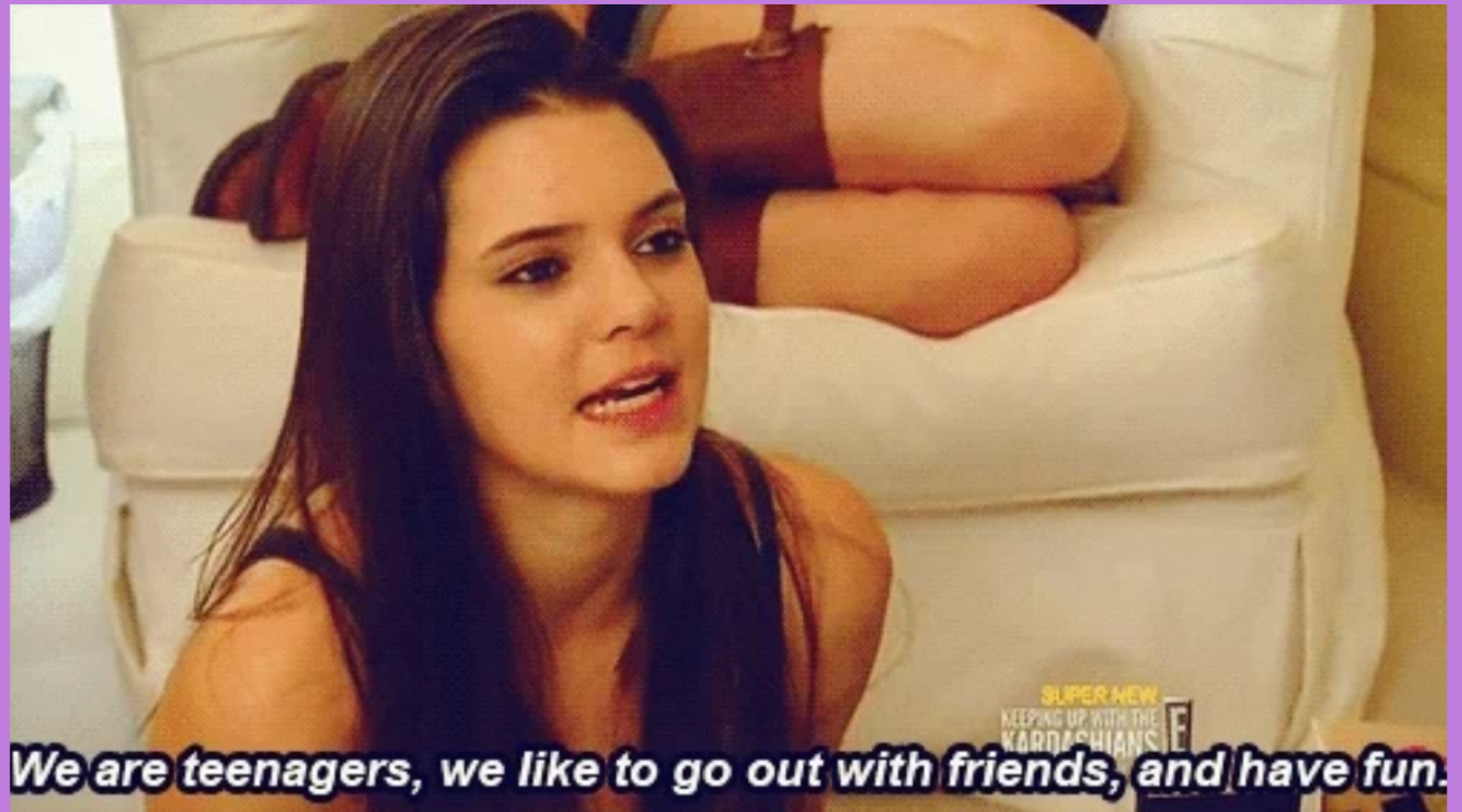
Threats



TARGET MARKET

GEN.Z

1996-2010



ENVIRONMENTALISTS



**"Look the best while you do
the best for the planet"**



BILLIE EILISH



PATAGONIA
X
BILLIE EILISH



WHEN
WE
ALL
FALL
ASLEEP
WHERE
DO
WE
GO?

*YOU
SHOULD
SEE
ME IN
A CROWN*

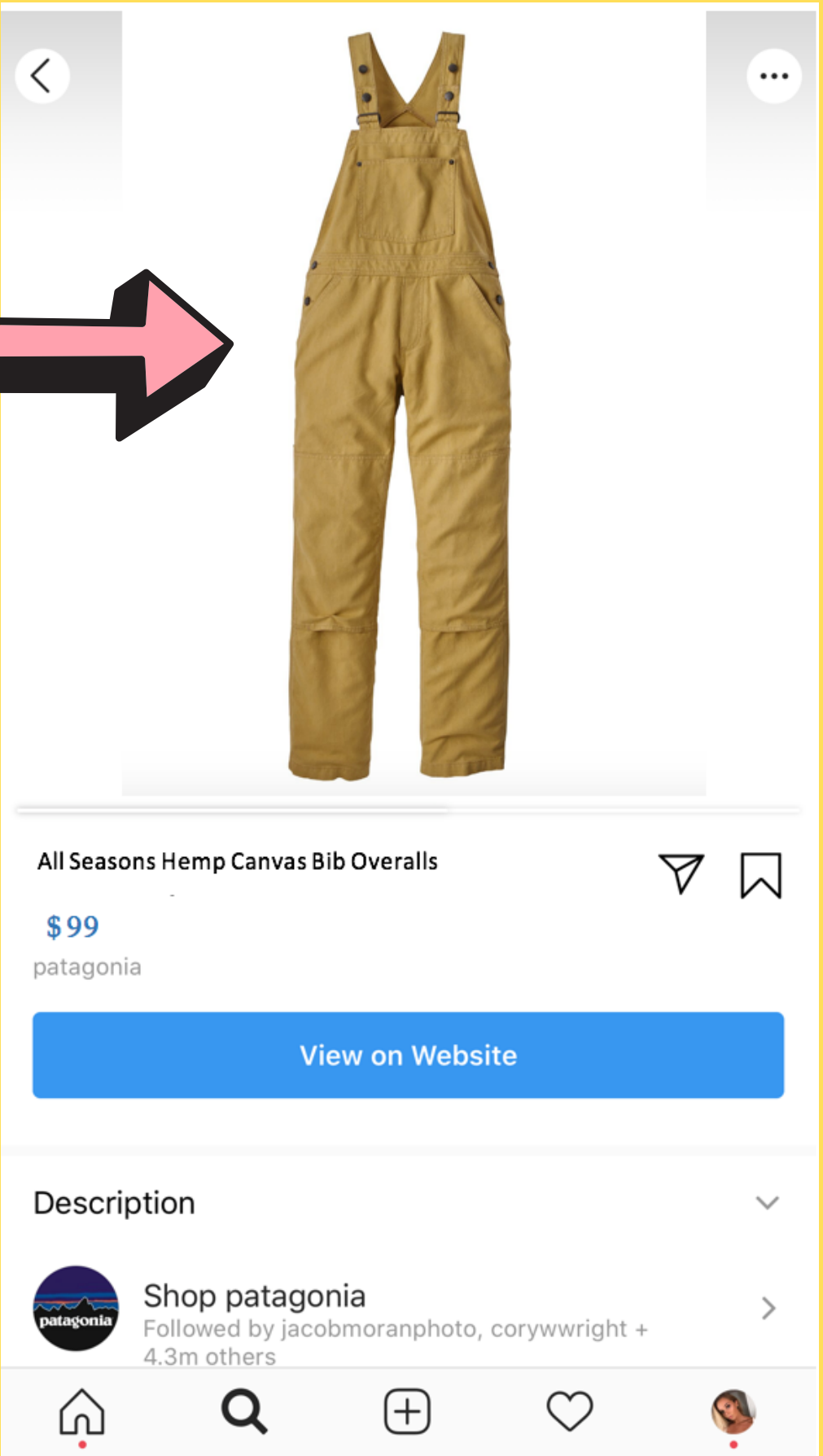
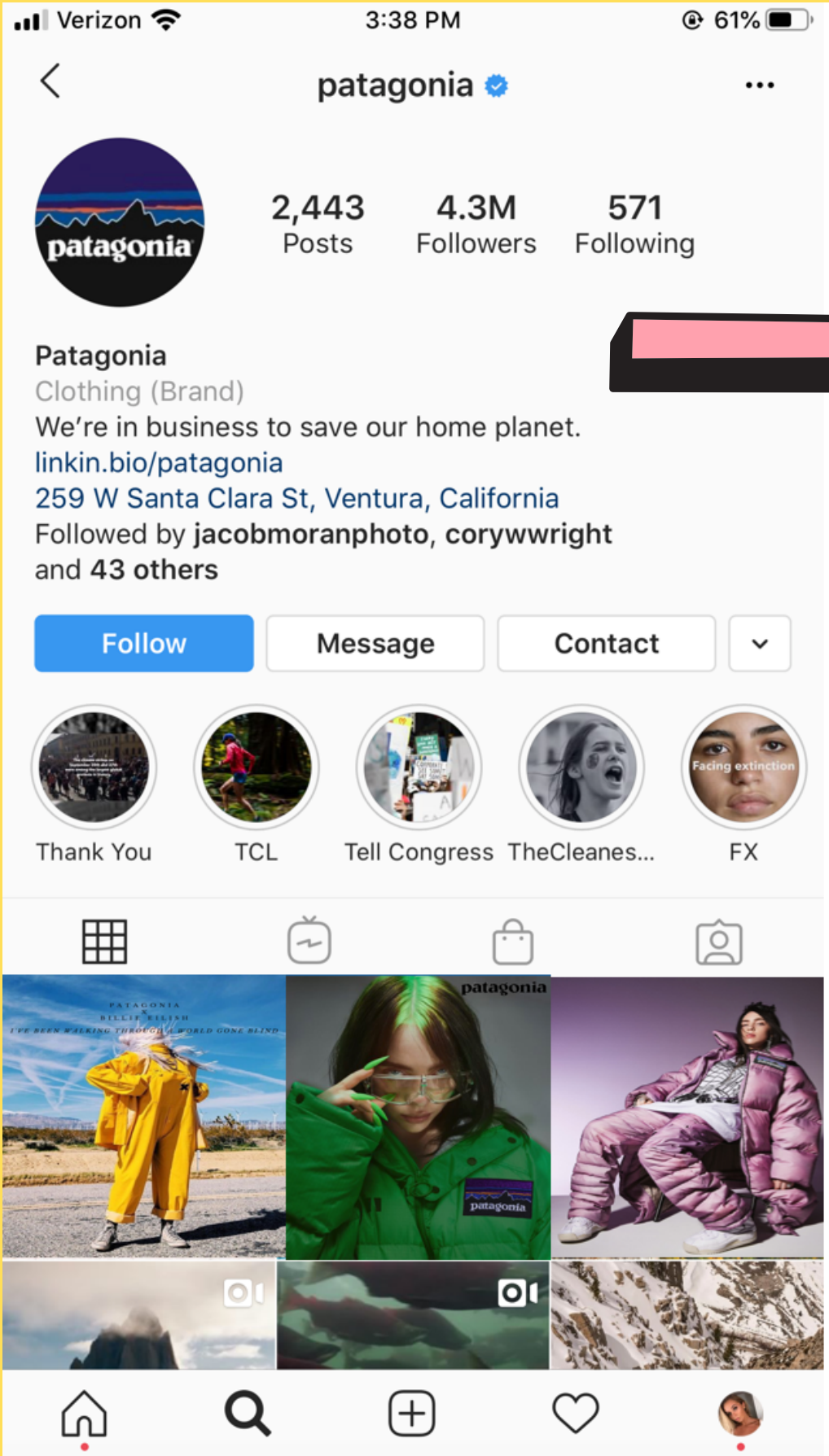


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X
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I'VE BEEN WALKING THROUGH A WORLD GONE BLIND





P A T A G O N I A

X

B I L L I E E I L I S H



Questions ?