



# REFRIED<sup>®</sup> APPAREL

Excess Made Good

## A SUSTAINABLE APPAREL BRAND & SOLUTIONS PROVIDER

*Changing the way  
companies deal with  
surplus inventory. Building  
sustainable strategies for  
retailers, brands &  
organizations.*





## **SUSTAINABILITY:** Relevant & On Trend

*Sustainability is mainstream and transparency is expected. With growing industry pressure and developing regulatory measures, apparel companies and businesses must find ways to reduce landfill waste and lower their carbon footprint.*

*Additionally, research shows that today's consumers support brands that are environmentally and socially responsible.*

*Refried helps companies build profitable, sustainable strategies by integrating upcycling and circular practices.*



## **UPCYCLING:**

No "Green-Washing" Here

*Upcycling is the process of converting useless products or materials into new products for better environmental value. Unlike recycling or reclaiming methods, upcycling uses virtually zero energy with no environmental impact, no potential misuse of labor in offshore factories, zero water usage, no harmful dyeing methods, and no emissions from maritime shipping. And, made in the USA circumvents any and all offshore supply chain issues.*



# **BUILDING SUSTAINABLE PROGRAMS:** Turning Dead-stock Into Revenue

*Refried partners with, retailers, brands, and organizations to cycle surplus goods back into the marketplace by transforming dead-stock inventory into apparel and accessories that are unique and sought-after by today's eco-minded consumers.*

*Part green initiative, part growth strategy, Refried's model is a sustainable and profitable retail strategy that's changing the way companies view and deal with dead-stock inventory. Refried is at work in licensed & non-licensed goods.*





## ADVANTAGE: Design

*Unlike traditional design and manufacturing methods, our design process is fueled by the wide assortment of materials we rescue and a creative process that's without boundaries.*

*And, what we design today can be produced tomorrow. Our products are sold in brick & mortar and e-comm platforms as capsule collections or "limited creations" that change based on the assortment of surplus goods.*

*This approach keeps design fresh and exciting, creates demand, and keeps consumers*

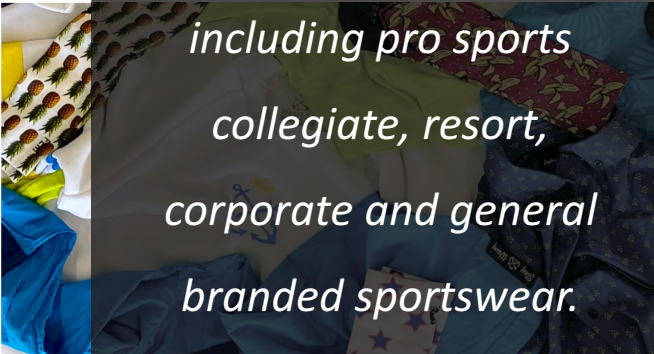
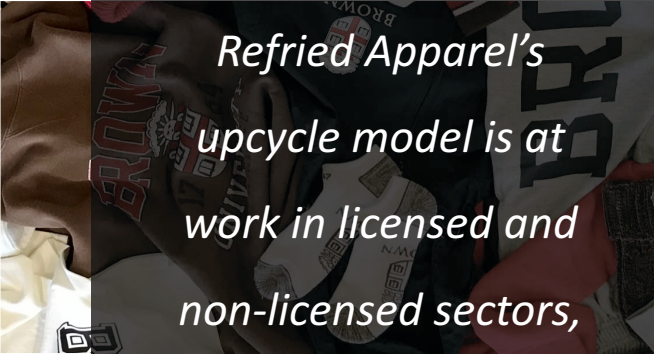
*locked in.*



**OUR MODEL AT WORK:**  
Across All Sectors

*Refried Apparel's  
upcycle model is at  
work in licensed and  
non-licensed sectors,*

*including pro sports  
collegiate, resort,  
corporate and general  
branded sportswear.*





*Upcycling Super Bowl Stadium Outdoor Banners*



**TRANSFORMING THE  
'NOT-SO-OBVIOUS' INTO UNIQUE,  
SUSTAINABLE COLLECTIONS**



*Upcycling the Green Monster, a piece of Fenway, America's oldest ballpark*

## A NFL GREEN INITIATIVE: Addressing an Inventory Challenge Responsibly

*The Washington Redskins decision to act to advance social justice generated a significant amount of obsolete inventory overnight. The inventory, destined for landfills or incinerators, posed a harmful threat to the environment.*

*In partnership with the NFL, Refried put its upcycle model to work to transform the obsolete goods into newly rebranded apparel and accessories. With these genuine upcycled articles, fans can purchase unique products that mark a historic event – and benefit the environment.*





## PROMOTIONAL APPAREL: Monetizing Misfits

*Promotional apparel is big business - and that's a good thing. However, along with the upside, there's a downside – one that impacts every promotional apparel company – and the planet. From logo misprints to wrong-spec'd products, a significant amount of branded product becomes obsolete with every mishap. Misfits are an inherent part of the promo business and there's no avoiding it. Unfortunately, the obsolete goods are most often discarded as waste. At Refried, we see perfectly good material – a high percentage of fabric that can be put to good use, creating new products and generating newfound revenue.*



## INNOVATIVE COLLABORATIONS: Champion's Hoodie Swap Campaign

*While the collection of thousands of "pretender" hoodies traded in for new authentic Champion Hoodies is a great concept and campaign, it needed a circular solution to keep the post consumer sweatshirts out of landfills.*


*In collaboration with Champion, Refried took on the task.*

*First step, clean the sweatshirts with a certified ozone water system, a 100% all natural process used by hospitals for sanitizing laundry.*

*Once laundered, create two alternative paths to avoid landfill waste;*

- 1., Upcycle and transform the sweatshirts into unique products to cycle back into the marketplace, and*
- 2., Donate a percentage of the sweatshirts to homeless agencies to provide warm clothing.*





## About Our Brand

Strikingly Different. Insanely Sustainable.

*Refried represents a beautiful solution to the ugly reality of surplus inventory. With our innovative upcycling methods, we transform unsold clothing into stylish apparel that's as unique as it is desirable – and we do it right here in the USA.*

*We turn fashion waste into fashion forward, nimbly sidestepping landfills and reducing harmful carbon emissions from incinerators - a key factor in climate change. And with every Refried product we create, we're conserving natural resources by eliminating the environmental impact of typical manufacturing processes – not to mention reducing the amount of new product entering the marketplace.*

*Our design approach is refreshing, exciting and without boundaries. Unlike other brands, our process is fueled by the wide assortment of materials that we rescue and a creative process that's unstoppable. All Refried products are handcrafted producing a unique, one-of-a-kind appeal.*

*At Refried, we're dedicated to building a lifestyle brand that's beyond compare by extending the life of usable material in innovative and responsible ways.*

**DARE**  
— TO BE —  
**UNIQUE**



# TELLING THE STORY: Building Successful Programs

*Refried is committed to working with our partners to ensure success. From merchandising best-practices, to e-comm and social media strategies, to PR and brand ambassador programs, Refried provides ongoing support beyond the sale to build successful programs.*



BROWN



**REFRIED**<sup>®</sup>  
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## REALIZE THE BENEFITS: Get Refried

- *Turn dead-stock/surplus inventory into revenue*
- *Cycle surplus soft goods back into the marketplace*
- *A better alternative to closeout, donation or waste*
- *A sustainable and profitable business / growth strategy*
- *Add a refreshing and unique eco-friendly offering to your retail strategy*



**FOR MORE INFO CONTACT**

[mark@refriedapparel.com](mailto:mark@refriedapparel.com)