

THE REFORMATION

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“THE REFORMATION” OF MOTHER EARTH

REFORMATION, founded in 2009 by Yael Aflalo, is a Los Angeles-based fashion brand that champions sustainability. Initially selling vintage clothing, the brand quickly expanded to design its own eco-friendly garments. Reformation uses repurposed vintage clothing, salvaged deadstock fabric, and new sustainable materials, all produced in their innovative eco-facility in downtown Los Angeles. This facility manages every aspect of the product lifecycle to ensure minimal environmental impact

The brand is celebrated for its stylish, sustainable clothing, appealing particularly to eco-conscious millennials. The brand's key initiatives include RefScale, a tool that tracks the environmental footprint of their products, and Ref Recycle, a program promoting circular fashion by recycling old garments. Their direct-to-consumer model bypasses traditional retail markups, maintaining both sustainability and responsiveness to fashion trends



REFORMATION REWARDROBE

REFORMATION dedicates its wardrobe solely towards woman. They offer a broad spectrum of apparel, including casual wear, formal attire, and bridal collections. The brand's limited-edition collections are meticulously designed to cater to individuals who value style, authenticity, and environmental integrity.

The Gale Satin Mid Rise Bias Pant

combines environmental consciousness with luxurious style, echoing the texture and appeal of silk without its ecological impact. These pants are made from a sustainable composition of 60% wood pulp sourced responsibly and 40% repurposed waste, using closed-loop processes. Designed to fit snugly at the waist while offering a relaxed feel throughout, they cater to various body types

The Clara Cashmere Crew Cardigan

is a testament to relaxed elegance, crafted for a cozy yet flattering fit. This cardigan is part of Reformation's commitment to sustainable fashion, using a fine-gauge recycled cashmere blend. It consists of 95% recycled cashmere and 5% cashmere, advocating for environmentally friendly practices.

Lupe Knit Dress

Meet The Ibiza Collection, designed for relaxed fit and engineered for adventure. Perfect for the club, the beach, or both, these pieces are crafted with deadstock fabrics, ensuring you vacation responsibly. Featuring a scoop neckline and available in three colors, they embody effortless style. Wash cold and line dry.

MASTERY BEYOND DESIGNS

THE REFORMATION is dedicated to sustainability, using a variety of eco-friendly materials in their apparel. **TENCEL™ Lyocell** is one of their primary materials, made from sustainably managed eucalyptus trees, which requires significantly less land and water than cotton.

Recycled Cotton & Regenerative Cotton are also central to their offerings, reducing environmental impact and enhancing soil health.

They use **Deadstock & Vintage fabrics**, repurposing leftover materials and old clothing into new designs, reducing waste and carbon emissions. **Linen**, made from the flax plant, is another sustainable choice, known for its minimal water use and durability.

Recycled Cashmere & Recycled Wool are incorporated into their knitwear and outerwear, providing luxurious textures with a reduced environmental footprint. **ECONYL®** regenerated nylon is used in place of virgin nylon, repurposing waste from oceans and landfills.

By utilizing these sustainable materials, The Reformation not only creates fashionable, high-quality clothing but also significantly reduces their environmental impact, promoting responsible fashion choices.





REFORMATION is known for its **transparency**, regularly publishing quarterly sustainability reports that detail their environmental and social impacts. These reports include metrics on their **carbon footprint, water usage, and waste management**, demonstrating their dedication to sustainable practices. The brand has also developed innovative tools such as **RefScale**, which measures the environmental footprint of each product, helping consumers make informed decisions

The company's manufacturing practices are equally ethical. Approximately 40% of their cutting and sewing operations are conducted in their own eco-friendly **factory in Los Angeles**. Reformation is a member of the **Fair Labor Association (FLA)** and adheres to a strict Code of Conduct for their suppliers, ensuring fair labor practices and regular audits. Despite these efforts, the brand acknowledges challenges, such as ensuring all international suppliers meet living wage standards

Reformation's **packaging is made from 100% recycled materials**, further minimizing their environmental footprint. They also have initiatives like **Ref Recycle**, a program encouraging customers to recycle old garments, promoting a circular fashion economy

“DRESS TO PURPOSELY IMPRESS”

REFORMATION, known for its trendy, eco-conscious fashion, seamlessly blends style with sustainability. The brand stands out with highlights like its use of deadstock fabrics, recycled materials, and TENCEL™ Lyocell. Their sustainable efforts extend beyond materials to include ethical production practices and transparency in their environmental impact reports. Reformation's reputation for producing high-quality, chic apparel is well-deserved, **making them a go-to for fashion-forward individuals who care about the planet.**

With each stitch and seam, Reformation crafts a dream— fashion that's mindful, stylish, and green. Their commitment to cutting-edge designs and environmental responsibility ensures that you **look good while doing good.** Reformation proves that sustainability doesn't have to sacrifice style, offering everything from elegant dresses to casual wear with an ethical twist. Absolutely worth a try, Reformation invites you to join their fashionable revolution, where **looking great and feeling great go hand in hand.**

Subtle Power Timeless Designs

THE REFORMATION.

