

North Face joins the used gear movement

By Ariella Gintzler, Outside

As of this month, customers can purchase North Face apparel that's been worn, torn, washed, and restored to like-new condition through a collaboration with the Renewal Workshop.

The new site, called the North Face Renewed, launched earlier this month with a limited collection of refurbished items, mostly factory rejects and damaged returns. The items, which previously would have been unsellable, range from technical Summit Series outerwear to lifestyle apparel. Price drops range anywhere from 35 to nearly 50 percent.

"As we address the impacts of our products over their entire life cycle, re-commerce is an important next step in opening new markets and minimizing our impact on the planet," said James Rogers, North Face sustainability director, in a press release announcing the project. "We are furthering our sustainability goals without sacrificing durability or technical standards."

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