Over 1.6 billion people have no way to escape the cold. What if we could keep them warm?

Introducing Project Embrace by Patagonia.

Through this initiative, Patagonia is creating a buy-one-give-one program with a new solar jacket, which can transform into a blanket or backpack. Using modern technology that allows solar panels to be woven into fabric, this transformable jacket absorbs sunlight throughout the day and stores the energy in a battery pack. Once the battery pack is turned on, the collected energy heats up the insulated wires inside and stays warm for the night.

Each jacket purchased through this buy-one-give-one program will automatically donate one to a local homeless shelter to distribute to those in need. Now, whether in a shelter or on the streets, homeless people are safe from winter temperatures. All it takes is a flip of a switch to no longer worry about the cold.

Save lives and bring comfort, one embrace at a time.