

For Patagonia, being sustainable isn't a trend, fad, or temporary activism.

It's been a part of the brand's ethos since its inception. The mindset at Patagonia is to "be really thoughtful and practical about the decisions we make and how we do things," Miles Johnson, Patagonia's creative director of product design, tells Yahoo Style. How did the collection come together?

Patagonia examined all its materials that possessed the highest recycled content, then compared which of these materials were most complementary to one another, and finally created the most recyclable collection based on its findings.

In an Age of Fast Fashion,  
Patagonia Is Going Slow

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