

Introducing the National Geographic clothing and accessory line.

In the spirit of shared values with Patagonia and their commitment to environmental conservation, National Geographic is excited to announce the launch of a new clothing and accessory line in collaboration with them, set to debut in the spring of 2024 worldwide. This collection is designed to cater to the diverse needs of explorers and environmentalists alike, reflecting our joint dedication to safeguarding our planet.

Patagonia has harnessed its extensive resources, including its business operations, investments, influential voice, and imaginative innovation, to address the pressing issue of global extinction threats to all life on Earth. An impressive 98% of their product line now incorporates recycled materials, and they prioritize organic cotton cultivation, significantly reducing water usage and cutting CO₂ emissions by an impressive 48%. Furthermore, their commitment extends to promoting the re-use of their old apparel through a "worn wear" program. National Geographic has identified Patagonia as an ideal partner for their clothing and accessory line, sharing a vision of sustainability and environmental stewardship.

“We’re all part of nature, and every decision we make is in the context of the environmental crisis challenging humanity. We work to reduce our impact, share solutions, and embrace regenerative practices” as said by Yvon Chouinard Patagonia’s founder.

The collaboration between Patagonia and National Geographic is set to introduce a comprehensive range of clothing and accessories tailored to the needs of modern explorers. This meticulously curated collection will encompass a diverse array of items, including winter gear, t-shirts, lightweight jackets, shorts, durable pants, backpacks, travel bags, and an array of other essential items.

What makes this collaboration particularly noteworthy is its unwavering commitment to Patagonia's renowned manufacturing process, known for its sustainability and dedication to purposeful fashion. Every item within this line will adhere to Patagonia's high standards, ensuring that they not only meet the demands of explorers but also align with the values of responsible and eco-conscious fashion. Check out NationalGeographicxPatagonia.com for more information.

At National Geographic, we empower explorers to attain greatness by offering transformative travel experiences and fueling their journeys of personal growth and discovery.

KEY PEOPLE

Yvon Chouinard

Patagonia’s Founder
Environmentalist,
philanthropist, and outdoor
industry businessman known
for his commitment to
protecting the environment.

Jill Tiefenthaler

CEO of National Geographic
leads the organization with a
passionate commitment to our
mission: to illuminate and
safeguard the wonders of our
world.

National Geographic, founded in 1888 by a visionary consortium of elite scholars, explorers, and scientists, embarked on a remarkable journey to ignite curiosity and inspire a love for our planet. Since its inception, National Geographic has steadfastly upheld its enduring mission of promoting the conservation of the world's cultural, historical, and natural resources. What began as a modest society has since evolved into a globally recognized household name, transcending borders, and generations. Today, National Geographic remains dedicated to its unwavering commitment to exploration, education, and the protection of our awe-inspiring world, connecting millions worldwide to the wonders of our planet.