



A more sustainable living



# 17 million tons

Of textile waste generated in 2018





- Outdoor clothing and gear
- Became a B-Corp in 2012
- Launched the #WornWear campaign in 2013.



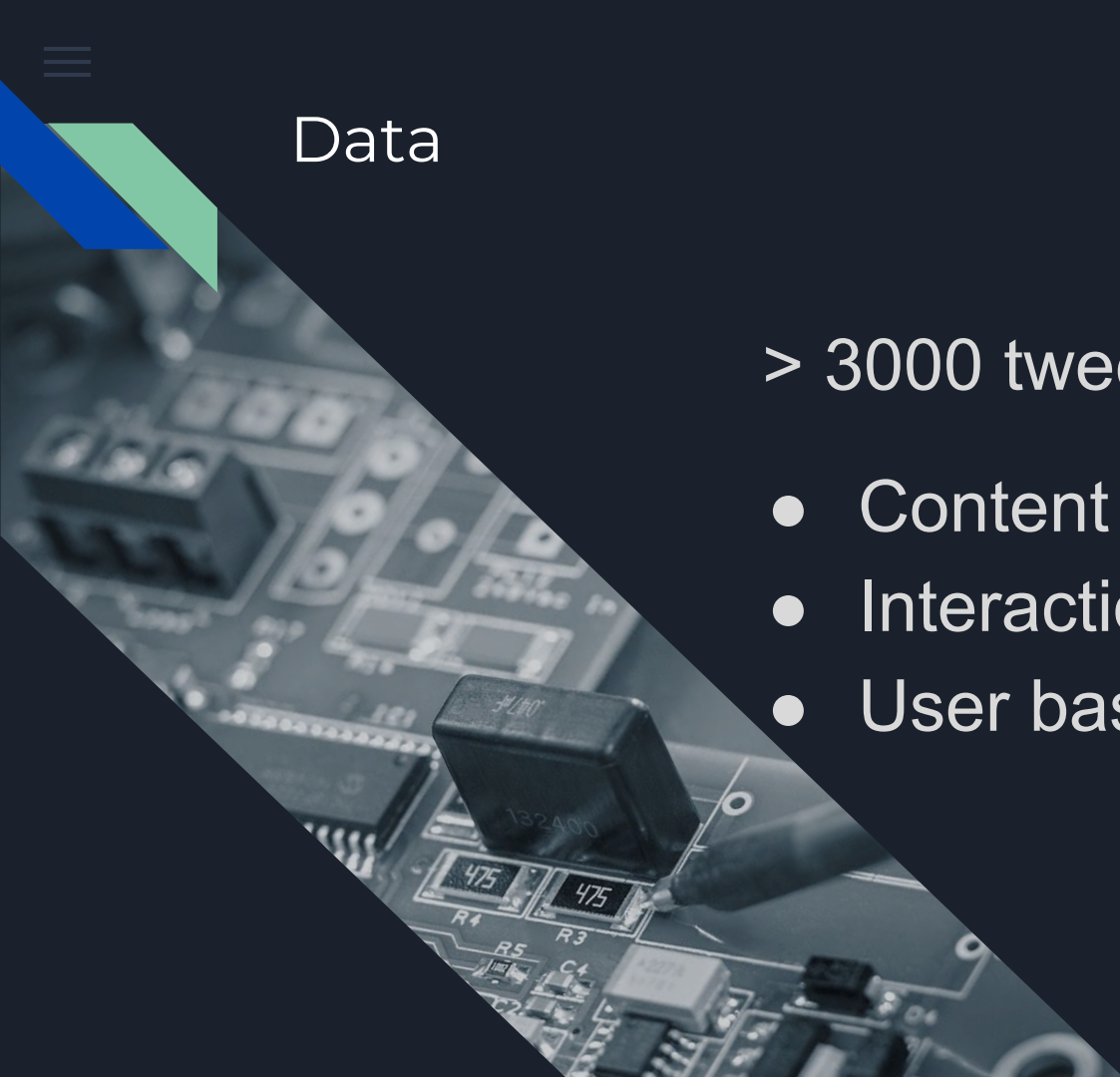
# The goal

- 01 Discover what are the latent topics around the hashtag #WornWear in Twitter.
- 02 Generate actionable ideas based on the findings.




# Data

> 3000 tweets including:

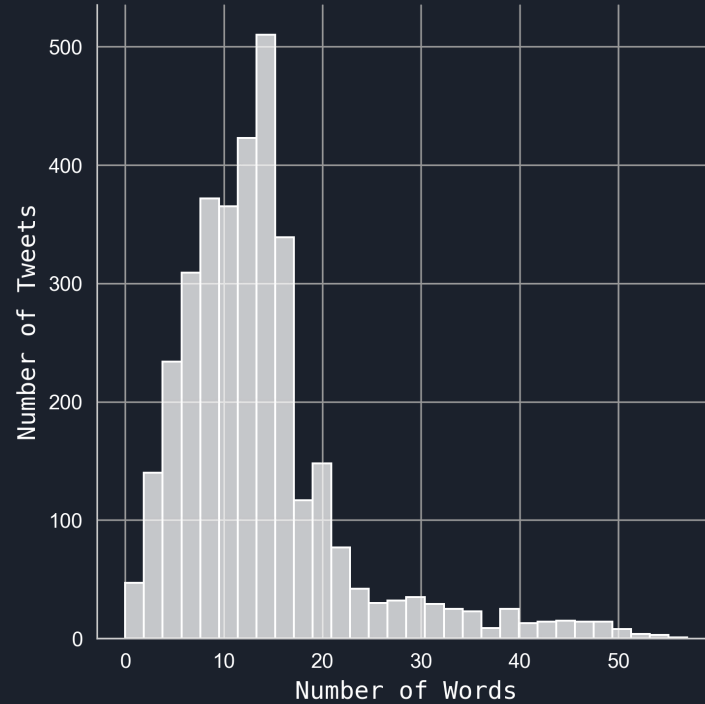
- Content
  - Interaction terms
  - User basic info.
- 



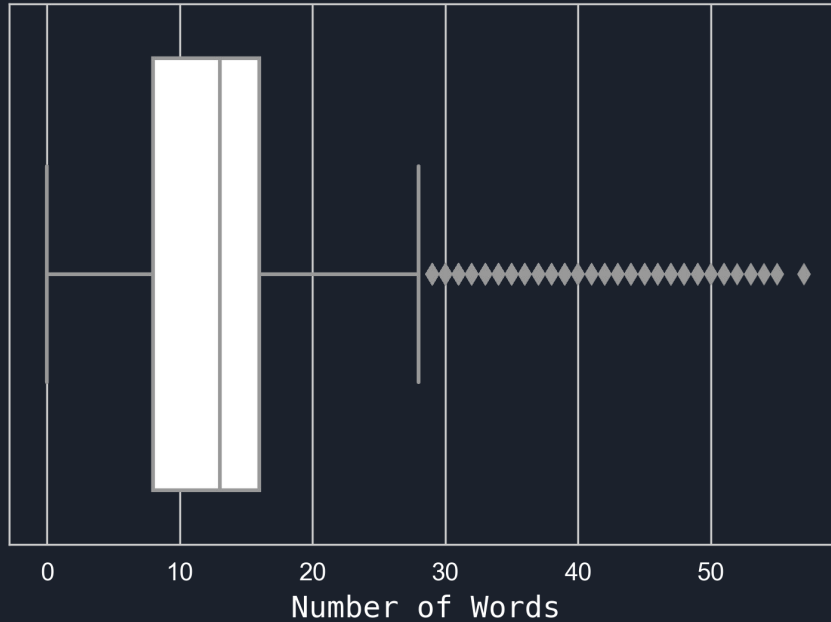
# Methodology

- 
- Data preprocessing
  - Fit a NMF model
  - More preprocessing and tuning of NMF
  - Taking a semi-supervised approach.

# Word Count Distribution



# Word Count Distribution

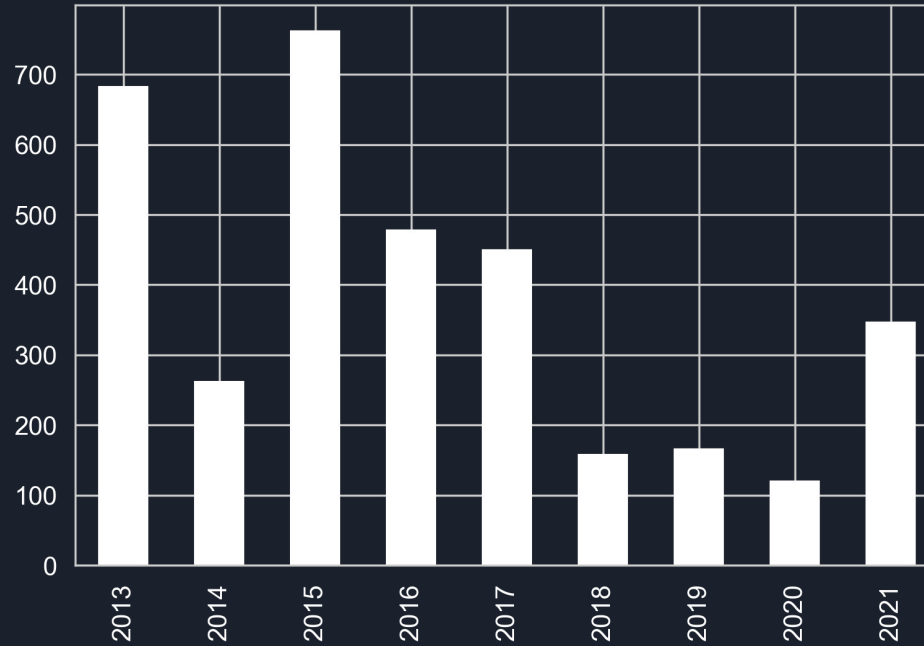


Mean = 14 words  
75% = 16 words  
Max = 57 words



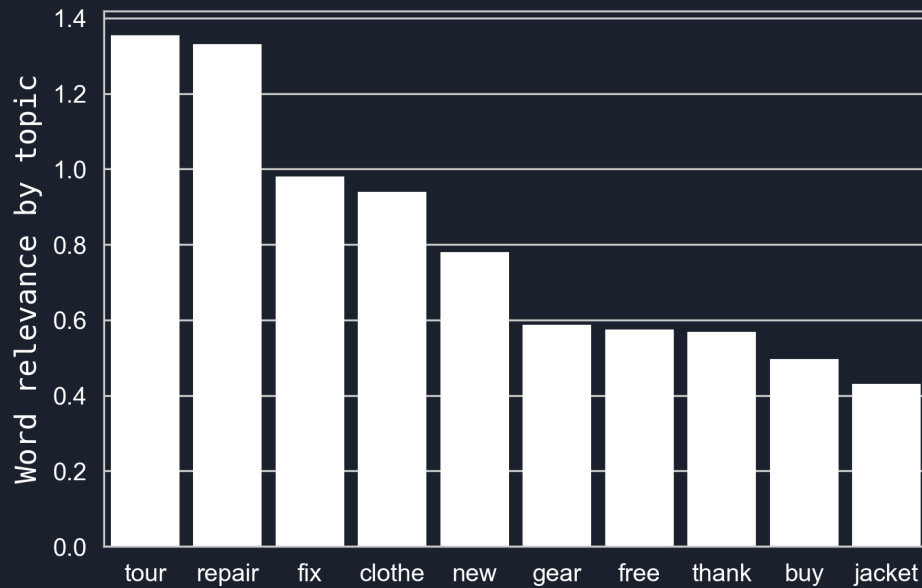


# Number of tweets per year





## Topic 0 : Repairing-tours

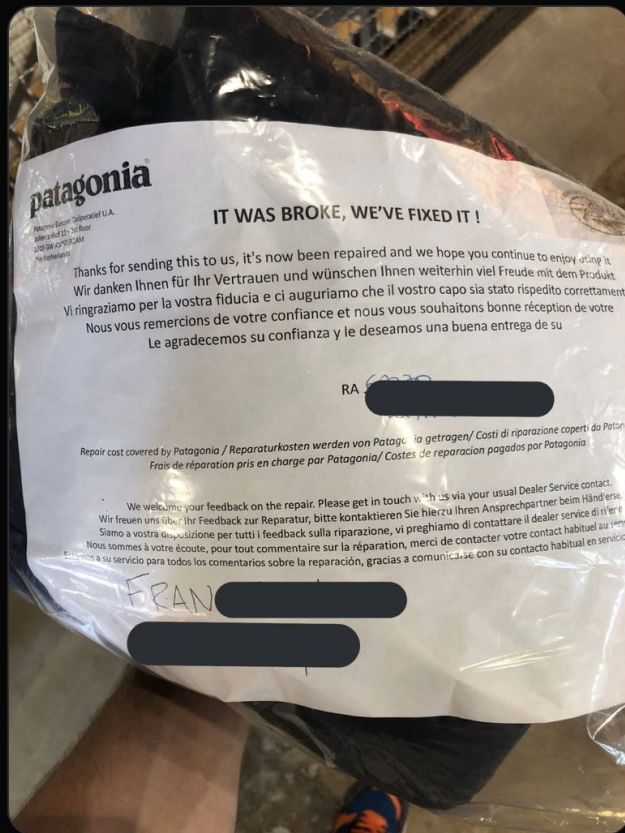




Francesca @franclimbs · 4 jun. 2018

...

**HUGE shoutout to @patagonia for fixing my favourite down jacket! This is why I will always happily support you 🙌 #wornwear #reuse**



31





Abby Carlson @abbycarlson1313 · 30 may. 2019



No, **THANK YOU @patagonia!** Two repaired jackets and two very happy customers. Will I miss the golf ball sized hole? **No.** Will I tell my friends how wonderful this company is? You bet! [#wornwear](#)





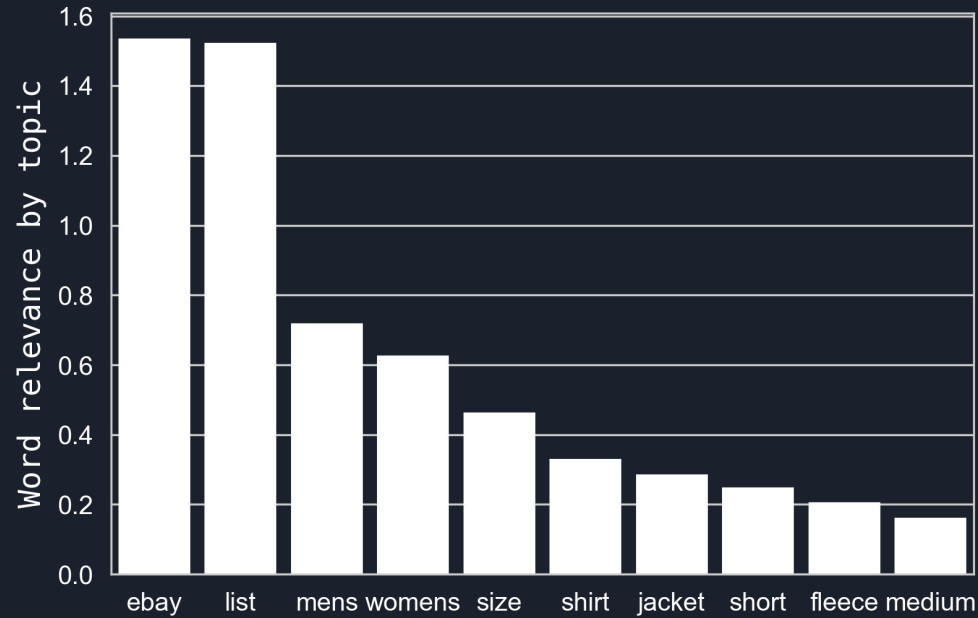
John Dunne @john\_dunne · 23 may. 2017

...

@patagonia wornwear tour @MancClimbCentre today get on down if you need any outdoor kit repairing



## Topic 1 : eBay listings





**VoodooVintageEstate**

@VoodooVintage2



I just listed 'Patagonia Men's - Black - Long Sleeve Organic Cotton Polo Shirt - Sz L' on eBay. Check it out!

[iwascoding.com/cgi-bin/viewAu...](http://iwascoding.com/cgi-bin/viewAu...)

Traducir Tweet

12:14 p. m. · 4 oct. 2013 · GarageSale



**Shop2SaveUSA**

@Shop2SaveUSA



I just listed 'Patagonia Organic Cotton Brown S/S Polo Shirt - Mens Size Large' on eBay with [#GarageSale](#)

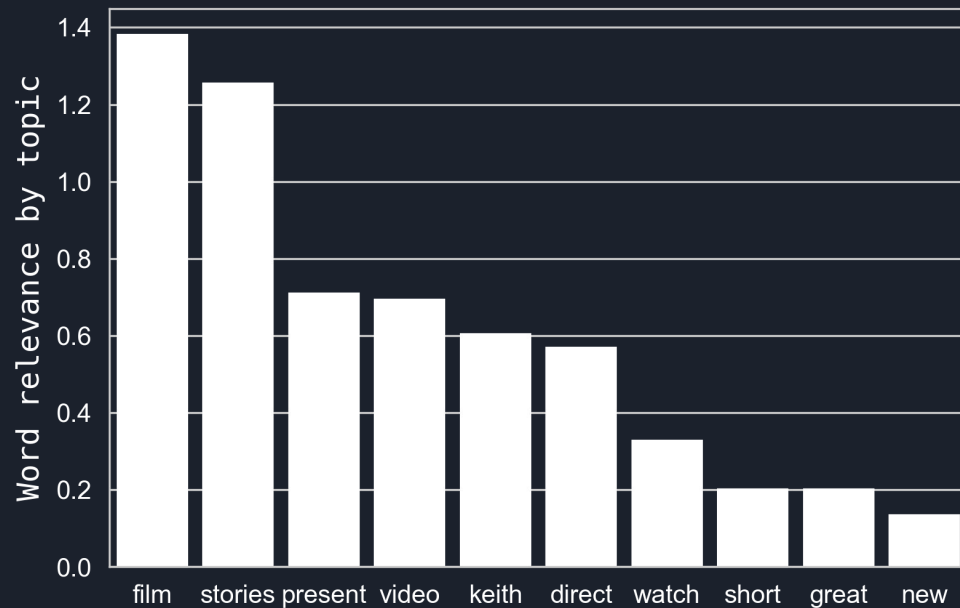
[#eBay: iwascoding.com/cgi-bin/viewAu...](http://iwascoding.com/cgi-bin/viewAu...)

Traducir Tweet

11:13 p. m. · 5 jun. 2014 · GarageSale



## Topic 2: Short films







**Coree Cartwright-Silvera**

@coreeonfire



Love this! @patagonia customers share their  
#WornWear stories via film in anti #BlackFriday series!  
RT @LiveWorld: [bit.ly/1aUOqMP](https://bit.ly/1aUOqMP)

Traducir Tweet

9:45 a. m. · 27 nov. 2013 · Hootsuite





**Channing Jones**

@channingjones\_



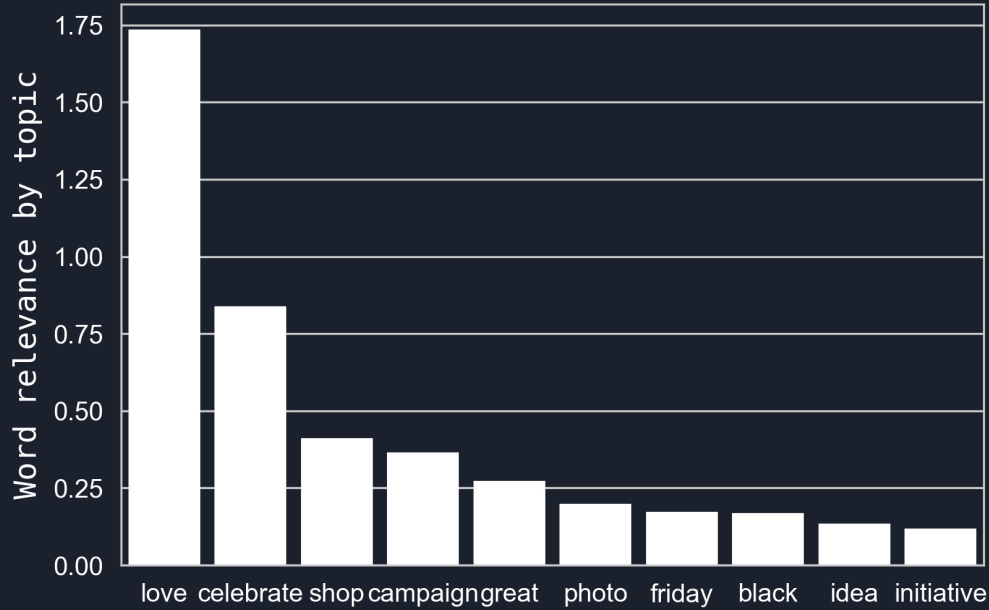
Real people. Real stories. Awesome. [#WornWear](#)  
[#Patagonia](#) [#Branding](#) [wornwear.tumblr.com](#) via  
[@swissmiss](#)

[Traducir Tweet](#)

8:43 p. m. · 5 abr. 2013 · Twitter Web Client



## Topic 3: Celebrate - BlackFriday





**Josh Archer**

@\_misterarcher



**#antiblackfriday** RT **@patagonia**: Instead of shopping this **#BlackFriday**, come celebrate the stuff you already own: [wornwear.patagonia.com](http://wornwear.patagonia.com)

Traducir Tweet

7:36 a. m. · 29 nov. 2013 · Twitterrific for iOS



RIT SEAL @RIT\_SEAL · 27 mar. 2017



Celebrate **#RepaRIT** week today with us, **#WornWear** and **@PostLandfill** ! Bring an old beat up jacket or bike to have repaired!

## Monday, March 27

**Let's help create a world with zero waste.**

Join us for DIY repair clinics with RIT Bike Shop, RIT Outdoor Education, and clothing repair sessions (any brand) with the Patagonia Worn Wear crew.

### **Worn Wear Repairs**

**10 AM-5 PM**

**1829 and Fireside Lounge**

### **Workshops:**

**2 PM | Bike Repair:** Repair a flat tire!

**2 PM | Outdoor Gear Repair**

### **A Dialog on People, Planet and Profit**

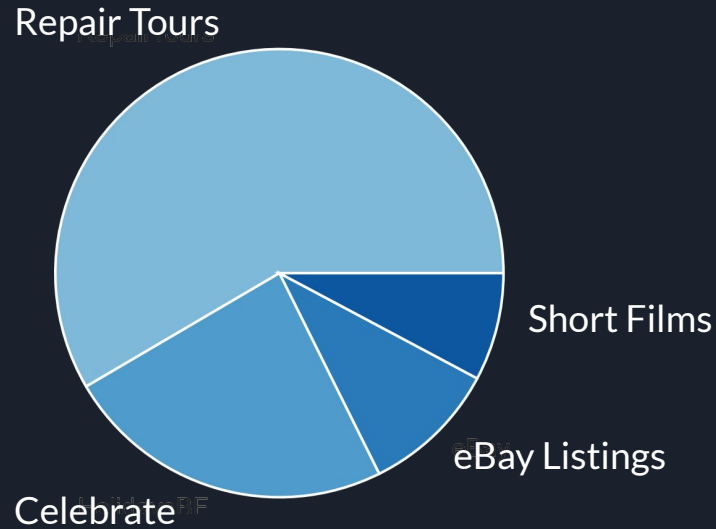
with Ben & Jerry's, Etsy, Staach  
New Chapter and Patagonia

**6-7:30 PM**

**Ingle Auditorium**



# Topic Distribution in the Corpus





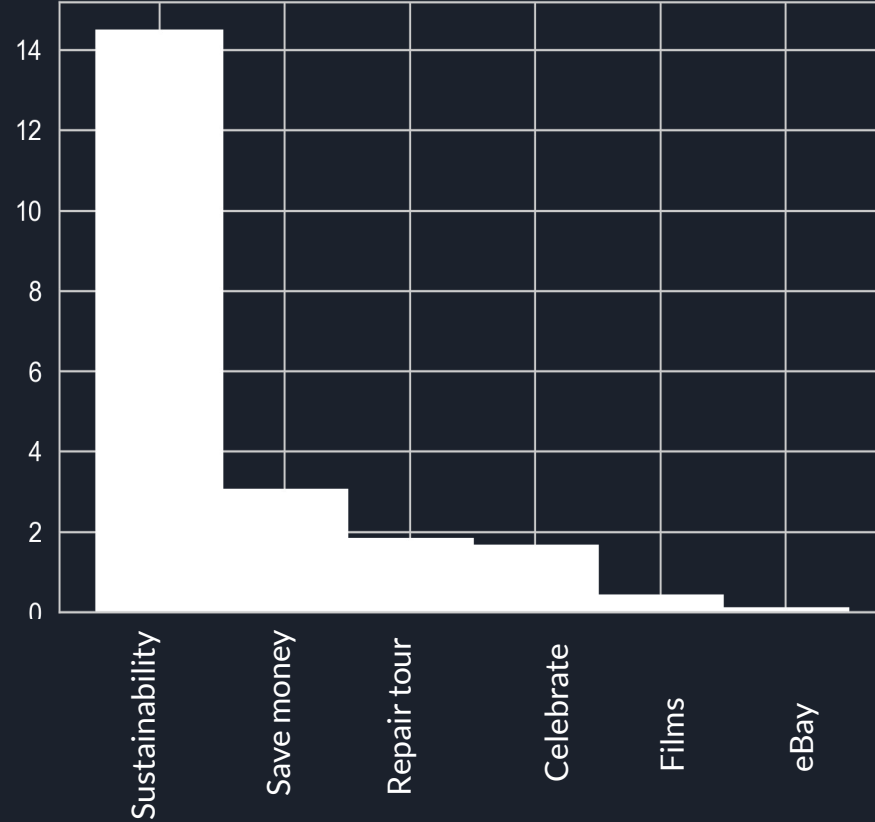


# CorEx

1. Sustainability
2. Films and short stories
  3. Repair Tour
  4. Save Money
  5. eBay lists
6. Love, celebrate



# Mean of likes by topic





## Recommendations

- Spark the conversation in the sustainability realm
- Advertise on the savings of their WornWear line
  - Increase the reach of their repairing tours



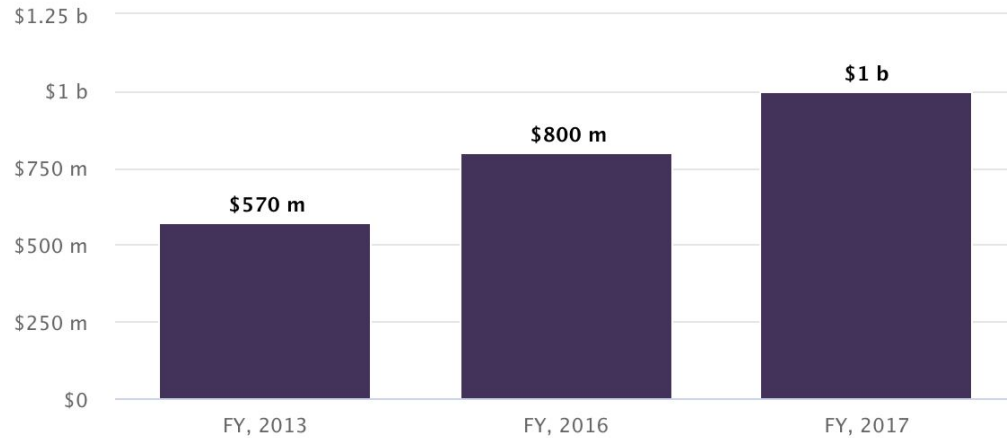
## Future Work

- Analyze the bio of the most engaged Twitter users
  - Generate leads of possible micro-influencers
- Analyze the change in topics in a yearly basis (more tweets will be needed)

# Appendix

## Patagonia profits

### Annual Revenue (\$)





# Sources

<https://twitter.com/sgbmediaonline/status/583318715430789121/photo/1>

<https://www.ecofriendlyhabits.com/textile-and-fashion-waste-statistics/>

<https://www.patagonia.com/stories/three-guides-for-going-b-and-why-it-matters/story-71600.html>

<https://craft.co/patagonia/revenue>

<https://unsplash.com/photos/fr3YLB9UHSQ>