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Poster-Marketing Strategy Pitch

Term 1

NIKE RE:LOOP — PERFORMANCE REIMAGINED, WASTE REDEFINED



From worn to worn again — a true closed-loop performance range

Sustainable Requirement & Purpose

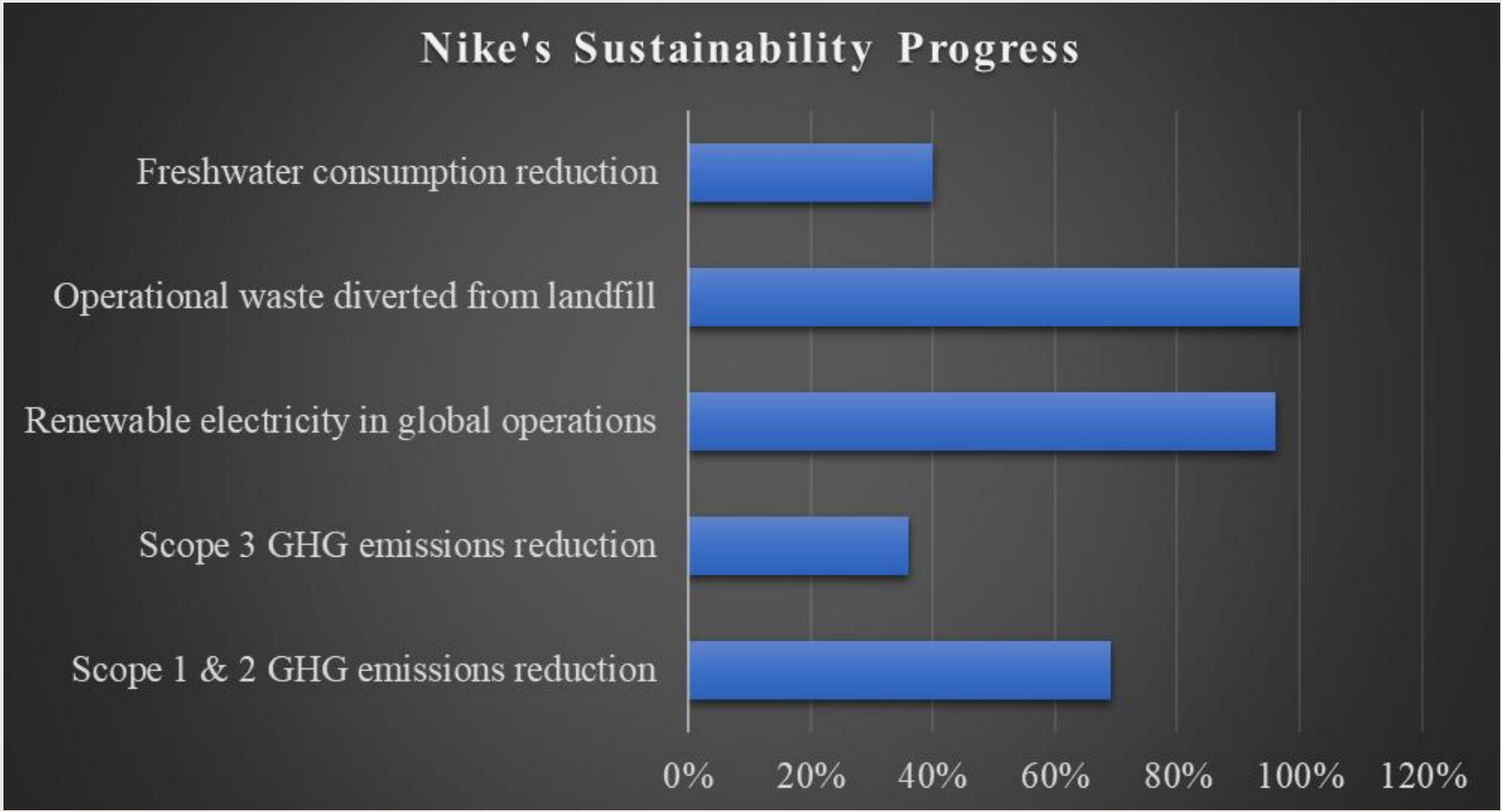
- The Nike's Move to Zero initiative had reduced the amount of carbon and waste, but even sustainable Nike sneakers are eventually going to end up in landfills — after all, recycled content is not a closed loop.
- **100% RE:LOOP** is 100% recycled/regenerative shoes and clothes that are designed to return, be recycled or regenerated, and be made into new shoes and clothes again and again.

Nike's Move to Zero Initiative



Source : (NIKE REFURBISHED, 2026)

Nike's FY24 Sustainability Performance



Source : (NIKE, 2026)

Global Secondhand Apparel Marke



Market Appeal — Investors & Customers

- Gen Z and Millennial athletes are looking for gear that lives up to their values and performs. Circularity can help investors to reduce their material costs in the long-term, as they already have a known revenue stream to Nike Refurbished, inspecting, grading and reselling returned product at scale.

Nike's Brand Development Strategy

Product category		New
Brand name	Existing	Line Extension e.g. Nike Air Max — new colourway/model, same footwear category
	New	Brand Extension ☆ Nike RE:LOOP — 100% recycled/regenerative performance footwear & apparel, a new sustainable sub-category under the existing Nike brand name
	Existing	Multibrands e.g. Converse — separate brand, same footwear/apparel category, owned by Nike, Inc.
	New	New Brands e.g. a standalone eco-label, Nike could launch from scratch (not what's being proposed here)

Source: (Goodman et al., 2024)

Brand Development Strategy & Sustainability Alignment

- **RE:LOOP is a Brand Extension**— same trusted Nike name, completely new sustainable product category — RE:LOOP is directly supporting Nike's own Move to Zero targets and UN SDG 12 (Responsible Consumption) and SDG 13 (Climate Action).

References

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• ThredUp (2026) ThredUp's 14th Annual Resale Report Reveals New Era of Structural Competition and AI-Driven Discovery. Available at: <https://newsroom.thredup.com/news/thredup-14th-resale-report>.