

BRAND EXTENSION POSTER PRESENTATION

Patagonia ReFiber 3D

Introduction

This presentation recommends a sustainable brand extension of Patagonia which will help its business grow in terms of innovation, circularity and environmental responsibility.

Brand Extension and Current Trends

Currently, consumers are demanding more personalised and low-waste products and circular consumption (Zdonek and Podgórska, 2026). ReFiber 3D would turn waste materials into usable products in form of durable accessories, which have little waste, to enhance customer engagement and distinction. The extension will provide investors with a scalable circular business model and address emerging trend of increased environmental awareness and purchasing behaviour towards sustainability (Coscieme et al., 2022).



Conclusion

Patagonia ReFiber 3D reinforces sustainable innovation, enhances competitive advantage, empowers customer value and long-term business expansion via circularity and differentiation.

Brand Extension

Based on brand extension approach suggested by Philip Kotler, Patagonia will roll out Patagonia ReFiber 3D. This is an in-store service creating personalised outdoor products using recycled clothing and ocean-bound plastic to extend its brand into circular economy, as well as strengthens its own environmental leadership (Amariei and Rosal, 2025; Kunxu et al., 2025).



Brand Extension and Sustainability

The extension is in line with environmental ideals of Patagonia to decrease amount of waste produced by textiles, lengthen lifecycles of materials, and decrease use of virgin resources (Patagonia, 2021). Local manufacturing helps to decrease emissions from transport, and recycling promotes responsible consumption and helps to improve long-term environmental, social, and business values (Ramírez-Escamilla et al., 2024).

References

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