

The Collective

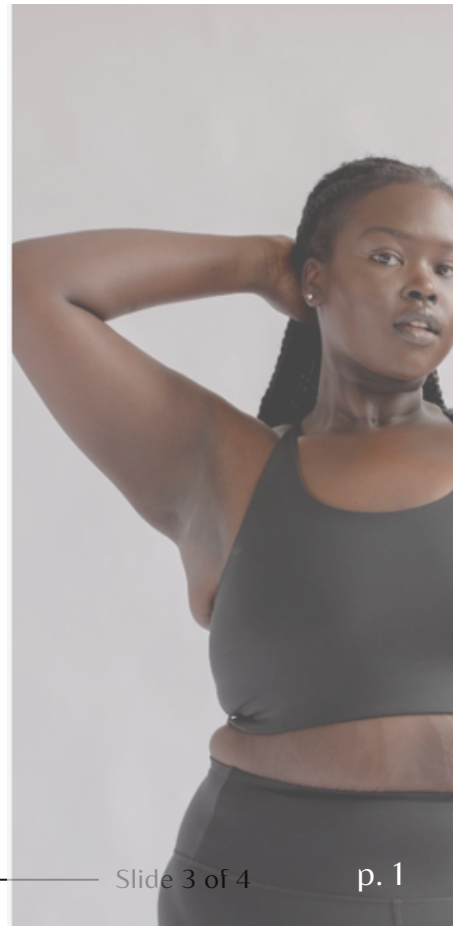
Girlfriend Collective Newsletter

October 2024

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A Letter From the Founders

To the members of The Collective,

We want to begin this newsletter by thanking you for your interest in our brand, which we are so passionate about. Above all, we strive to be transparent, and this newsletter allows us to continue building on those efforts. After many years of building this company from the ground up, it's truly a dream come true to bring our highest values of inclusivity, ethical practices, transparency, and eco-friendly efforts into one company. Our mission is not only to get more people involved with Girlfriend Collective and build a community of those who love our products but also to promote eco-conscious shopping and contribute to the circular fashion movement, especially given the state of our world today.

In this newsletter, you'll find monthly updates on member-exclusive sales and product launches, showcasing new items available for pre-order. Additionally, each newsletter will provide insights on how to prioritize the planet in your shopping decisions. This particular edition offers a "How-To Guide on the Circular Fashion Movement," with tips for reducing textile waste and a step-by-step guide to our clothing recycling program, Reuse. Recycle. ReGirlfriend. Lastly, we'll explore the importance of sustainability and recycling in more depth.

Together, we'll contribute to putting the planet first, one pair of leggings at a time.



-Quang and Ellie Dinh

HOW-TO

Guide on the Circular Fashion Movement

At Girlfriend Collective, we believe in eco-conscious shopping and sustainable fashion. That's why we strongly embrace the circular fashion movement—a movement that aims to reduce textile waste and extend the life of clothing. It's all about keeping your clothes in use for as long as possible. Here's how you can take part:



REGIRLFRIEND PROGRAM

Through our newly launched Reuse, Recycle, ReGirlfriend program, you can send in clothes from any brand and in any condition to Girlfriend Collective. We'll recycle the fabrics into new products. In return, you'll earn rewards: \$10 credit per Girlfriend item or \$5 credit per non-Girlfriend item, to use on future orders. The fabrics are either transformed into new Girlfriend pieces, like leggings or bras, or downcycled, ensuring nothing ends up in a landfill.



THRIFTING

Shopping second-hand keeps clothing in circulation longer, reducing waste and lowering the carbon emissions required to create new products. Contribute by sorting through your old clothes and consider donating them. Every thrifted item means one less piece of clothing heading to a landfill. Visit places like Goodwill, Plato's Closet, or other thrift stores to give pre-loved clothing a new life!



INVEST IN SUSTAINABLE PIECES

When it's time to buy something new, choose brands like Girlfriend Collective, which uses sustainable practices to create products from recycled materials like water bottles and plastics. By choosing eco-friendly clothing, you're supporting the circular fashion movement and helping reduce plastic pollution.

Ultimately, every step you take—whether it's thrifting, recycling, or investing in sustainable brands—contributes to putting the planet first.

NEW PRODUCTS

Street Style-Infused Sweat Set Drop

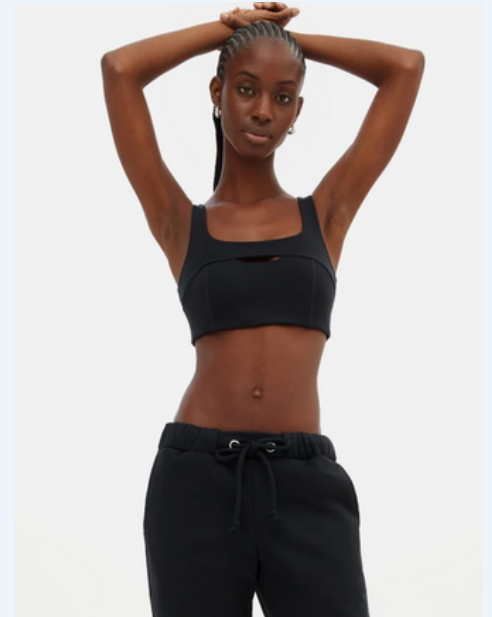
At Girlfriend Collective, our goal is to create versatile, eco-friendly pieces that fit your lifestyle, whether you're heading out or winding down. That's why we're excited to introduce our new line of street style-infused sweat sets, designed for ultimate comfort and style.



Model wears Sargasso Vega Half-Zip Sweatshirt in size large.



Model wears Bone Jaya Scarf Sweatshirt in size small.



Model wears Black Millie Straight Leg Sweatpant in size medium

With the seasons changing, these sweat sets are perfect for those warmer days and cooler evenings, whether at home or on the go. Made from breathable, recycled materials, our LuxKnit fabric ensures a soft, extra-plush, and luxurious fit and feel. Whether you're running errands or just relaxing at home, these sets will keep you looking sleek while staying comfortable.

This drop features a variety of items, including jackets, sweatshirts, detachable hoodies, half-zips, sweatpants, joggers, and sweat shorts. With sizes ranging from XXS to 6XL, we're making sure everyone, at every size, can feel comfortable and confident. Upgrade your wardrobe with our new street style-infused sweat sets, and enjoy the blend of comfort and style, no matter where the day takes you.

Exclusive Subscriber Discount!

To celebrate the launch, we're offering our loyal subscribers 20% off your purchase of the new sweat sets! Use code **STREATWEAR20** at checkout to claim your discount. Due to your customer loyalty of joining The Collective, this is our gift to you.

Sustainability Report

Sargasso Vega Half-Zip Sweatshirt

- Saves 29 water bottles from landfills.
- Prevents 21.44 lbs of CO2

Bone Jaya Scarf Sweatshirt

- Saves 42 water bottles from landfills.
- Prevents 31.18 lbs of CO2

Black Millie Straight Leg Sweatpant

- Saves 41 water bottles from landfills.
- Prevents 30.21 lbs of CO2

SUSTAINABILITY

Its Value

Sustainability is more than just a buzzword or trend—it is essential for our future. The world is facing growing environmental crises, and we must act to slow the damage. Everyone must do their part.

One major issue is climate change, driven by increased carbon dioxide levels caused by burning fossil fuels. As a result, extreme weather conditions such as heatwaves, floods, droughts, hurricanes, rising sea levels, and ecosystem damage occur. Individual responsibility plays a role in addressing these concerns. According to The Nature Conservancy, the average carbon footprint for a person in the United States is 16 tons, one of the highest in the world.

Another environmental crisis is ocean pollution, where plastic waste, including bottles and microplastics, accumulates in our oceans, harming marine life and ecosystems. The buildup of plastics contributes to wildlife habitat loss and animal endangerment.



At Girlfriend Collective, we are doing our part by turning plastic waste, such as discarded water bottles, into leggings and other activewear. This helps reduce ocean pollution and keeps plastic out of landfills. Sustainability is a growing priority for both companies and individuals. It involves making conscious decisions that reduce environmental impact and contribute to the long-term health of the planet. We encourage you to think about how you can take steps in your own life to support sustainability, whether it's through recycling, reducing waste, or choosing eco-friendly products.