

Sustainability at **Reformation**

2026-2030 framework



Updated January 2026

We’re on a mission to bring sustainable fashion to everyone.

There’s a lot that goes into that, but right now we’re focusing on becoming Circular by 2030—AKA swapping virgin materials for recycled, deadstock, next-gen & regenerative ones, cutting waste, and creating a recycling solution for everything we make.

Becoming Circular will touch every part of our business, from making our product to how we connect the people who wear it. This goal also aligns with our longstanding practices, like climate action and social responsibility. So it makes sense to let it guide our work for the next few years.

Here’s what all that looks like:

Innovation & Leadership

Circular by 2030

Core Practices

Climate Action

Social Responsibility

Core Principle

Transparency

We’ll use this framework to break things down, inform our decisions, and hold ourselves accountable for doing business better. You can also track our progress in our Sustainability Reports, and read more about Circularity in our dedicated [roadmap to becoming Circular by 2030](#).

Our foundation

We’re starting with a smart, data-driven strategy so we can listen to our stakeholders and have real ways to measure our progress.

We’re committed to:

- Engaging consumers, suppliers, industry experts, and internal teams as active participants in the work we do, using feedback to guide our priorities.
- Using data and research to inform decisions at every level and continually strengthen the quality and breadth of our insights.
- Regularly measuring impact across carbon, energy, water, waste, circularity, and social responsibility to stay focused on the areas where we can make the most positive impact.
- Making sustainability accessible by integrating transparent and actionable intel into our day-to-day marketing efforts.

Our practice

We’ll continue to put sustainability at the core of everything we do, every day, and hold ourselves accountable for improvement and progress.

We’re committed to:

- Making products with integrity that are thoughtfully designed, responsibly sourced, and long-lasting.
- Creating easy ways for customers to repair, pass on, or recycle their clothes so they can stay in use longer.
- Taking meaningful climate action by reducing our carbon footprint and investing in long-term decarbonization solutions.
- Evaluating ROI and sustainability impact side by side to guide balanced, responsible growth.
- Integrating sustainability into daily work across teams with clear accountability for impact results.

Our influence

We want to be a leader in industry-wide change, which means we’re going beyond just creating a business model that works for us and our sustainability goals. We’re ready to shape better policy, innovate, and bring others along with us.

We’re committed to:

- Collaborating across the industry—from non-profits to competitors—to advance collective progress.
- Partnering with suppliers to accelerate decarbonization through shared targets, new technologies, and long-term investment.
- Investing in partnerships, pilots, and research to advance our understanding of key issues and propose real solutions.
- Engaging in policy and advocacy to accelerate solutions that advance workers’ rights, reduce waste, and cut carbon emissions.

Our evolution

Our work towards creating a sustainable, circular fashion industry is dynamic and interconnected. So we’ll be reflecting, collaborating, and sharing our learnings openly as we go.

We’re committed to:

- Maintaining transparency and authenticity in how we report and share what we learn.
- Engaging in open conversations across our entire business and building partnerships grounded in trust, respect, and shared responsibility.
- Fostering a culture of learning and adaptation by owning wins and misses and applying insights to guide what comes next.



Reformation

Being naked is the #1 most sustainable option.
We’re #2.