From our backyard to the open oceans, we aim to lead the charge in keeping our playgrounds safe and healthy for everybody to enjoy.

Playgrounds
As individuals, we have the power to make better choices. As a community, the sum of our choices can drive real change. We're here to inspire our tribe and influence our industry.

People

Whether it's the services we provide, the goods we make or the ideas we bring to life, we strive to incorporate environmental and ethical practices into everything we do.
SUSTAINABILITY ISN'T A FAD FOR US. OVER THE PAST TWENTY YEARS, IT'S BECOME A PART OF OUR DNA AND IS INGRAINED INTO THE FABRIC OF OUR OPERATIONS AND DECISION-MAKING. WE WOULDN'T BE ABLE TO CONFIDENTLY COMMIT TO OUR FUTURE TARGETS WITHOUT THE WORK WE'VE DONE IN THE PAST. HERE ARE A FEW THINGS WE'RE PROUD OF:
Our Progress

SUSTAINABILITY DOESN'T HAVE A FINISH LINE, AND WE'RE COMMITTED TO CONTINUOUS PROGRESS. WHILE THE JOURNEY MAY BE LONG, WE'RE GETTING BETTER AT EACH STEP ALONG THE WAY. CONSTANTLY LEARNING, ALWAYS EVOLVING, ALWAYS IMPROVING.

We've created products out of 328,215,895 recycled plastic bottles.

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2020
Repreve 200M Bottles Award
So far, we've recycled over 200 million bottles and turned them into useful products. That number's only going up.
We've avoided 10,199,737 kg of CO2 emissions* by using recycled polyester in the majority of our products.

PHASE I

Continue to progress sustainability in our key products by finding even better ways to make our Boardshorts, Wetsuits, Outdoors, Snow and Womens collections.

Products

Launch a program that invites our community to get involved in our sustainability efforts.

People

Use years' worth of data to commit to and adopt science-based emissions targets.

Playground
PHASE 2

Drive 50% of our business via sustainable goods and services.

Products

Rally our internal & external community to shift from participation to commitment.

People

Launch our Mountain & Wave Regeneration Program and reduce our CO2 emissions.

Playground
PHASE 3

Design products for circularity, source natural materials from regenerative agriculture, employ a high standard of production and offer sustainable services.

Products

Inspire lasting change by leveraging our community in our regeneration efforts.

People

Work toward Climate Positivity thanks to our Mountain & Wave Regeneration Program.

Playground

Made Better
Better Materials and Manufacturing for a Better Future.

Shop the collection
100% of our boardshorts are made with recycled materials.

93% of our mountainwear are made with recycled materials.

Interview of Paolo Maggiorelli – short designer.