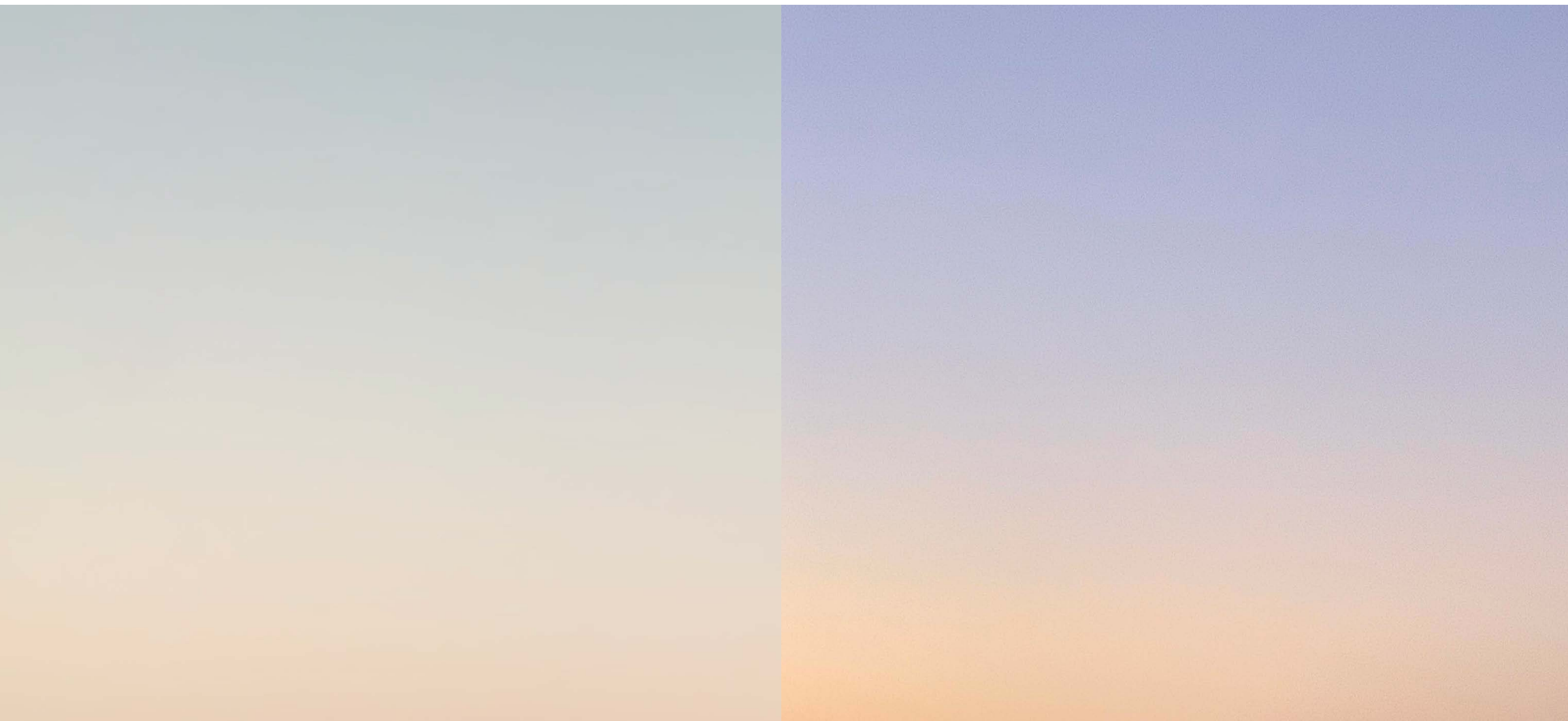


Reformation

Fluid Freedom

A Bottom's Collection by Karsten Mickelsen



Spring / Summer 2022

Drop One - April 30, 2022

Drop Two - June 1, 2022

Reformation

Company Bio

Reformation is the world's second most sustainable option for clothing — the first, as they say with a seeming smirk, is going naked. Formed from humble beginnings in 2009 as a curated vintage reseller, Reformation has amassed into a name brand favorite focused on the celebration of femininity with a determined mission to bring sustainable fashion mainstream. With most operations reporting directly out of their Los Angeles headquarters, Reformation is able to keep a close eye on their production and manufacturing, as well as ensure their employees and partners are operating within a socially and ethically conscious manner. Reformation boasts its status as a carbon neutral company and is adamant about the continued mission to be climate positive in the next five years. Their designs feature innovative use of low-impact materials -- including rescued deadstock fabrics and repurposed vintage clothing -- which are released in low supply batches to minimize product waste as compared to traditional overproduction within the industry. As noted, Reformation is exceedingly transparent regarding the 'why' behind their 'what', a fact that is propelled by their curated messaging across site and social copy that relays information relating to sustainability status and environmental impact of their clothing and accessories. They encourage their shoppers to scour the report and case study sources provided to keep themselves on track of being a changemaker in a market poised against disrupting the status quo.

Fluid Freedom

Reformation SS 2022 Bottoms Collection

Following a steady season of travel this past winter, the Reformation woman wants to welcome the summer season with a renewed sense of rest and relaxation. She sometimes misses the days her satin pajamas doubled as at-home office wear. As she takes stock of her closet following a pandemic-persuaded -purge to dwindle her wardrobe into a minimalists' haven, she considers what staple items will make the best addition for her succinctly simple and sustainable style. Our Spring / Summer 2022 Bottom's Collection, called '*Fluid Freedom*', exemplifies casual chic, playing with a range of relaxed silhouettes, luxuriously soft handed fabrics and a similarly soothing colorway. Our line provides excellently produced garments crafted to complement the free feminine figure with ease and radiance.

The Reformation Woman is:

- A feminine figure between the ages of 18 - 32
- Upbeat and charismatic individual who prioritizes conscious shopping and sharing sustainable shopping tips among her friends
- Business or retail associate with a good understanding of her local urban scene and sizable social media following

Fluid Freedom is Inspired by:

- Comfortable and relaxed slouchy, but not baggy
- Color mixture but a continued emphasis on muted tones and pastel pops
- Large-scale patch work as a way to reuse scraps materials in a design-forward manner

Fluid Freedom

Reformation

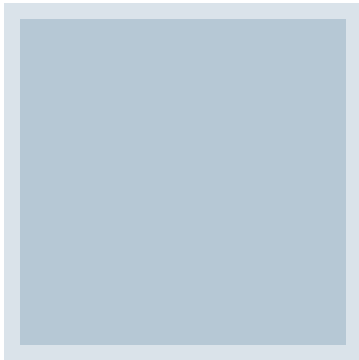
S/S 2022

Collection Colorway

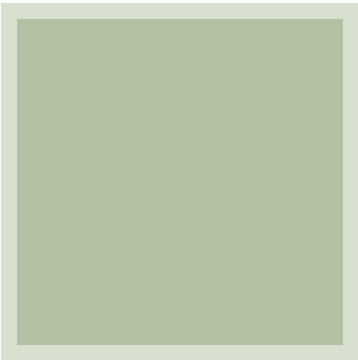
Core



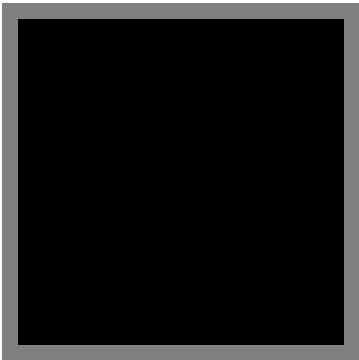
Clean Cream
11-0105 TCX



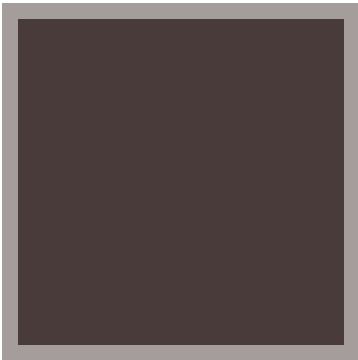
Baby Blues
13-4200 TCX



Olive You
14-0115 TCX



Basic Black
19-3911 TCX

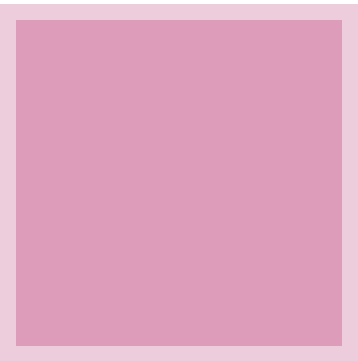


Cocoa Butter
19-1314 TCX

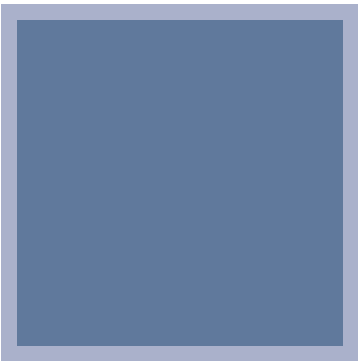
Fashion



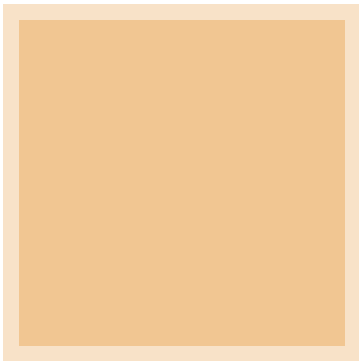
Lemon Lime
13-0443 TCX



Pink Ladies
15-2215 TCX

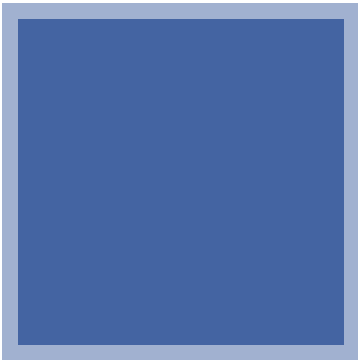


Indie500
16-4018 TCX

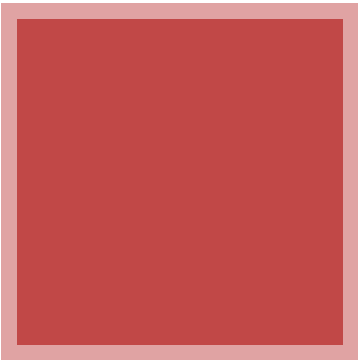


Summer Spritz
13-1030 TCX

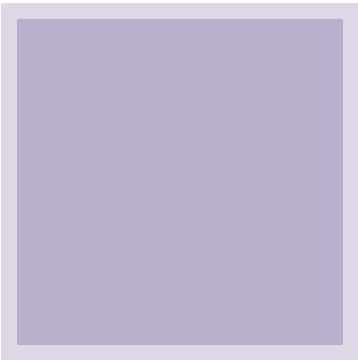
Accent



Deep Ocean
18-4043 TCX



Sun Kissed
17-1654 TCX



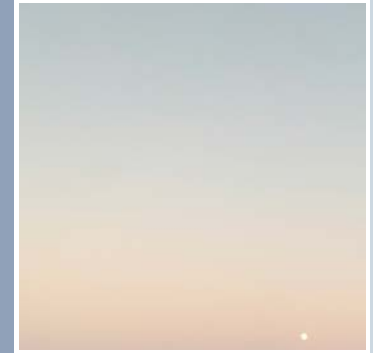
Laid Back Lilac
14-3812 TCX

Fluid Freedom

Reformation

S/S 2022

Trend Board



Fluid Freedom

Reformation

SS '22

Drop 1 : April 30th



As we continue to exceed self-set expectations on our mission of notable carbon negative emissions by 2025, the 'Fluid Freedom' collection exhibits scalable product lifecycle circularity advancements in material recycling, fabric sourcing, and dye lot management.

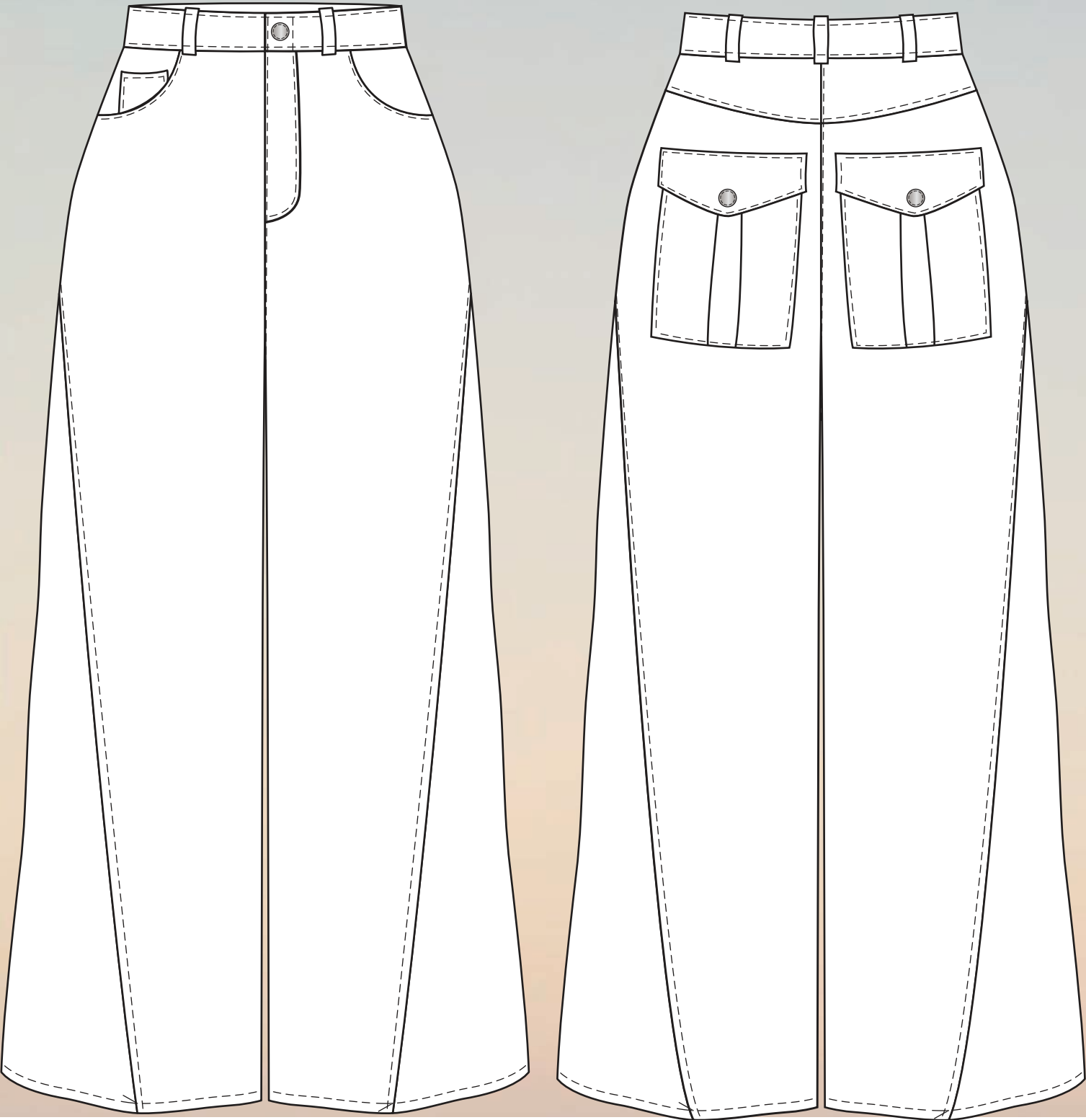
Kandice High Rise Wide Leg Jeans

SKU#58-00904

Price Range : \$150 - \$180

Product Details & Fit : 5-pocket jean;
Cargo pockets; Cross-leg seam; Fitted waist;
Wide-leg relaxed fit; High rise

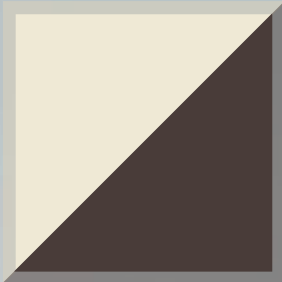
Best Seller



Colors



Baby Blues
13-4200 TCX

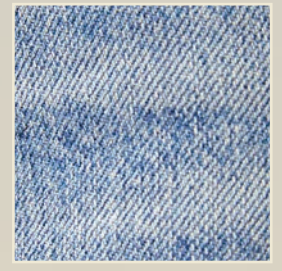


Clean Cream
11-0105 TCX

Clean Cream
11-0105 TCX

Cocoa Butter
19-1314 TCX

Fabrics



Denim

100% Regenerative Cotton

100% Organic Cotton

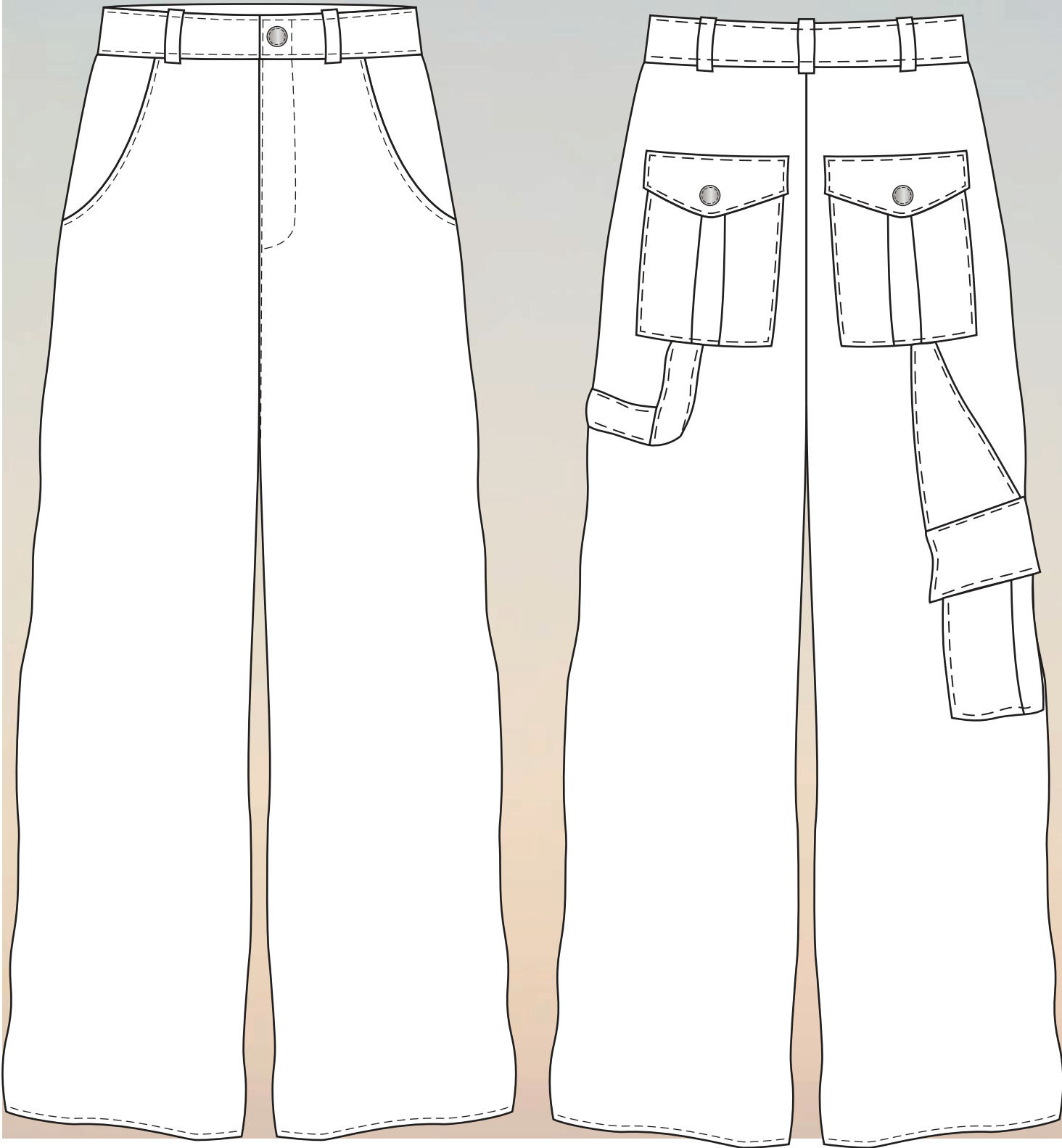


Shawnee Utility High Rise Slouch Jeans

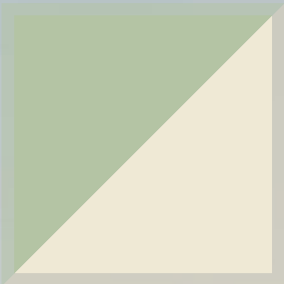
SKU#58-01005

Price Range : \$130 - \$150

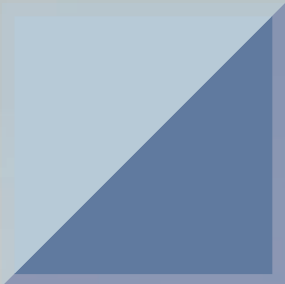
Product Details & Fit : Multiple utility pockets;
Fitted waist; Slouchy relaxed fit; Loose Denim;
Contrast stitching



Colors



Olive You
14-0115 TCX



Baby Blues
13-4200 TCX

Clean Cream
11-0105 TCX

Indie500
16-4018 TCX

Fabrics



Denim & Apparel Canvas

50% Recycled Cotton

40% TENCEL[®] Lyocell

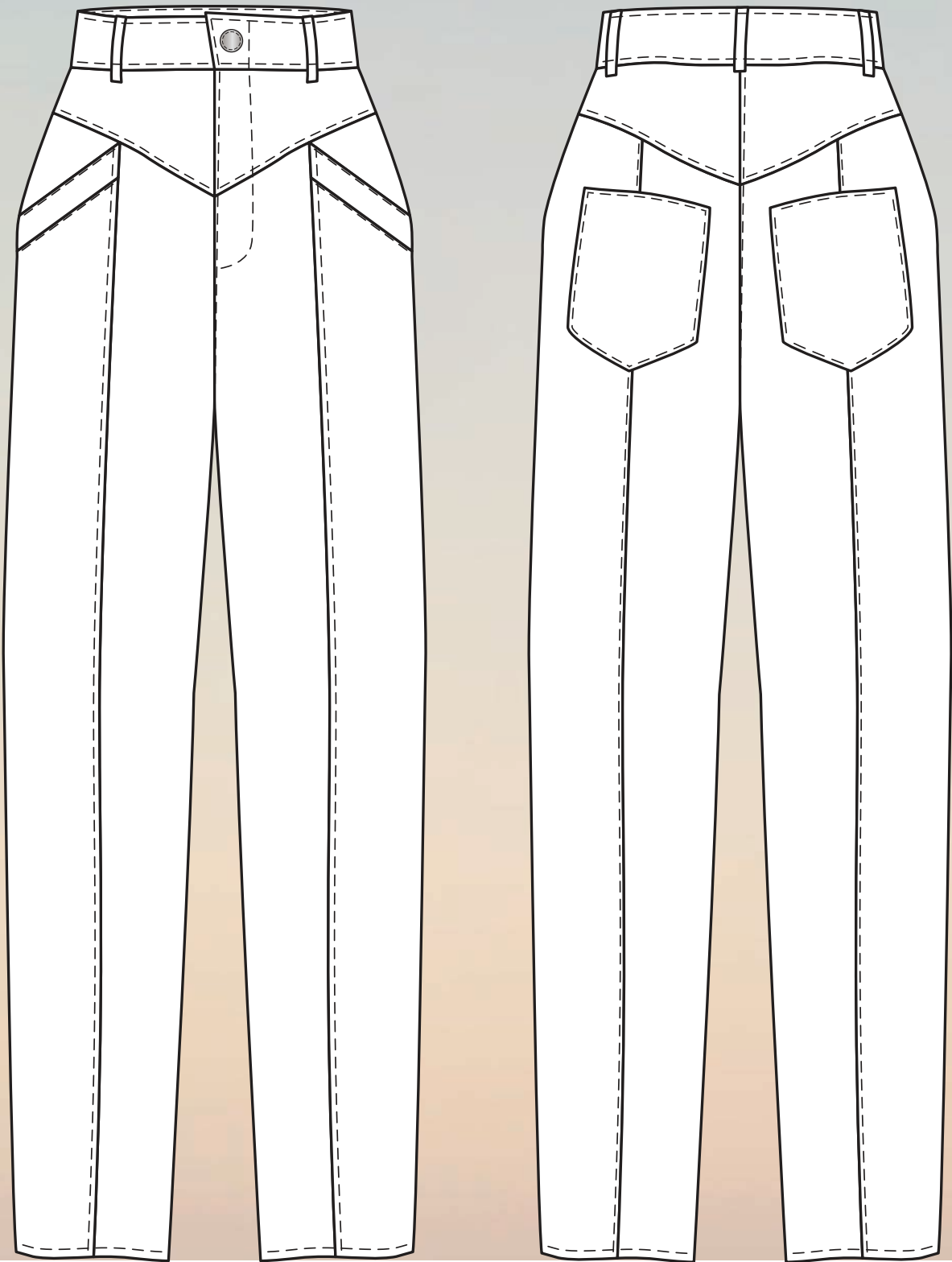
10% Organically Grown Cotton

Fern High Rise Straight Leg Jeans

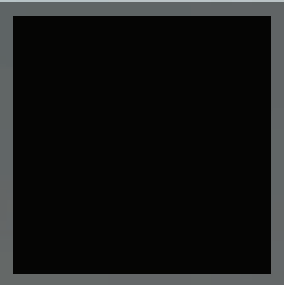
SKU#58-01130

Price Range : \$140 - \$170

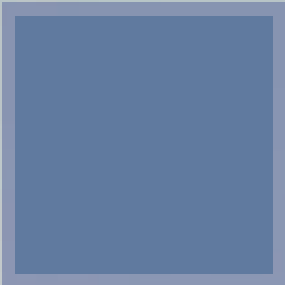
Product Details & Fit : Front pocket detail;
Leg seam detail; High rise; Fitted waist;
Tapered fit through hips; Straight leg



Colors

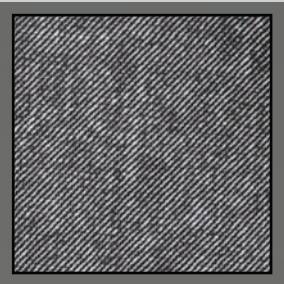


Basic Black
19-3911 TCX

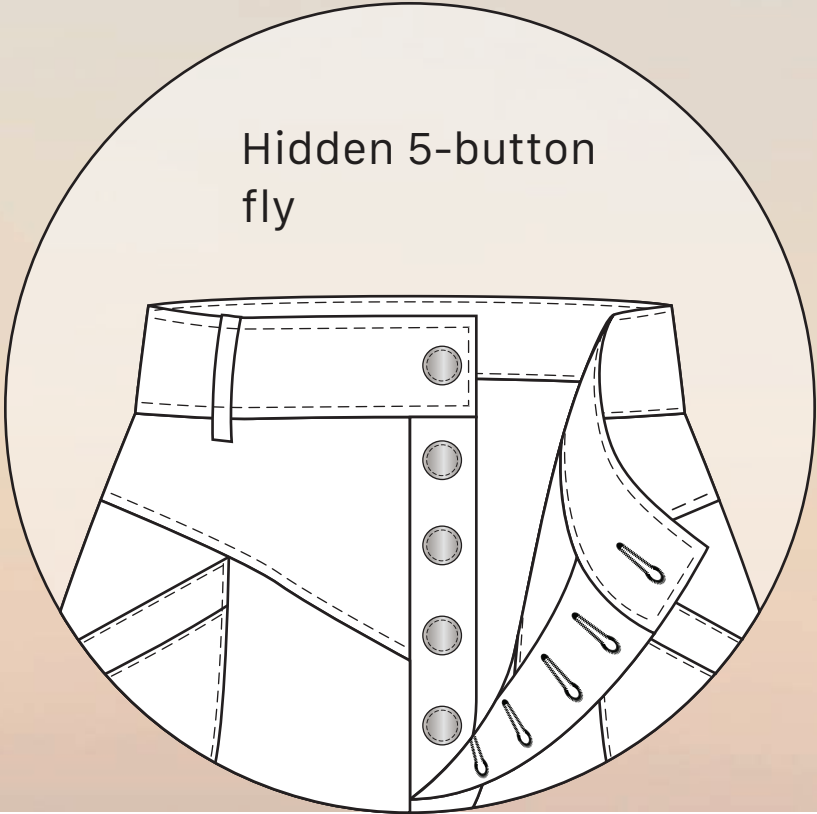


Indie500
16-4018 TCX

Fabrics



Denim
99% Regenerative Cotton
1% Elastane



Willa 5-Pocket Leather Pant

SKU#58-00512

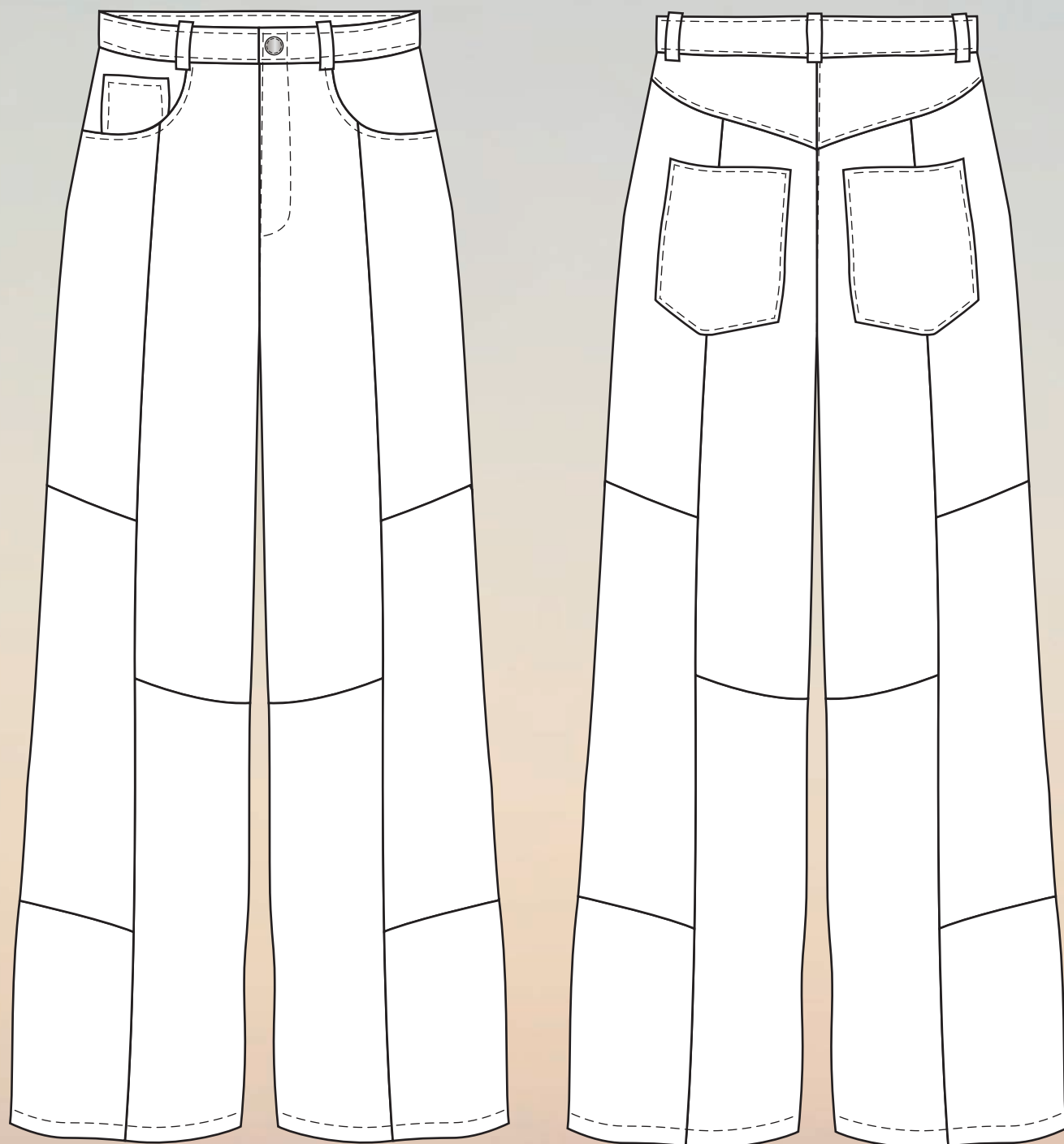
Price Range : \$300 - \$340

Product Details & Fit : 5-pocket pant;

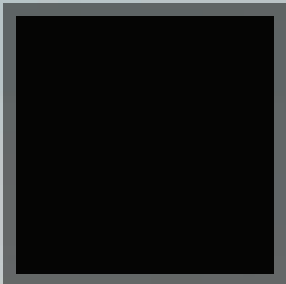
Leg seam detail; Lined; Fitted waist;

Slim fit through waist; Slight flare;

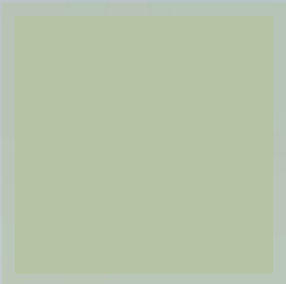
Color variety from recycled scrap leather



Colors



Basic Black
19-3911 TCX



Olive You
14-0115 TCX

Fabrics



Leather

*100% Veg-Tanned, Chrome-free,
Lamb Nappa Leather*

100% Deadstock Leather



Ecostretch High Rise Legging

SKU#58-00419

Price Range : \$80 - \$95

Product Details & Fit : Double layer; High rise;
Stretchy Fabric; Made from recycled plastic;
Tight fitting

Colors



Pink Ladies
15-2215 TCX

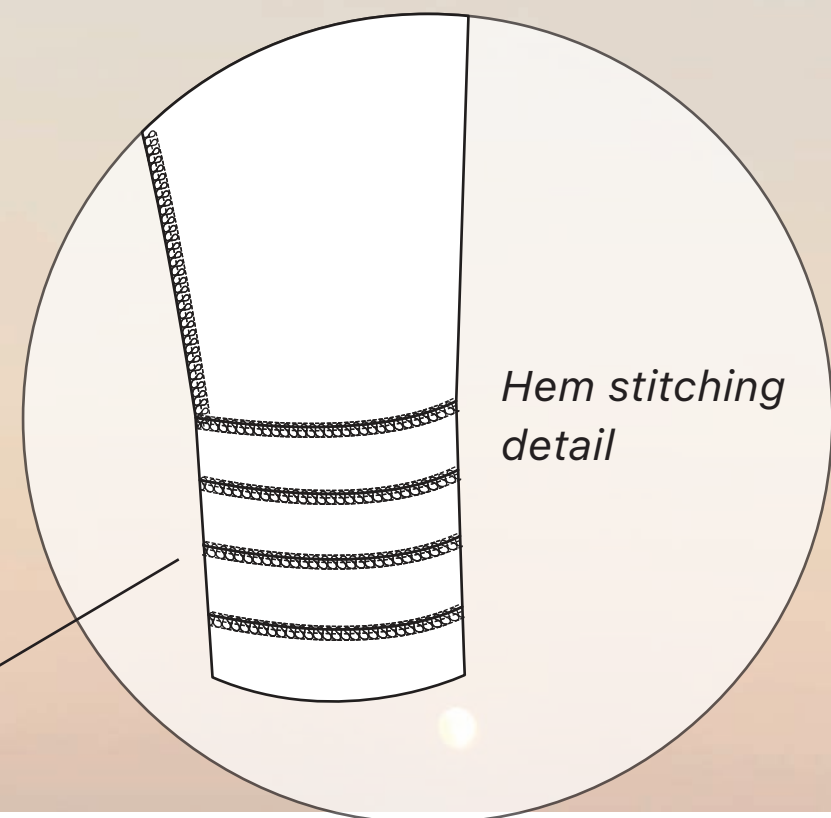
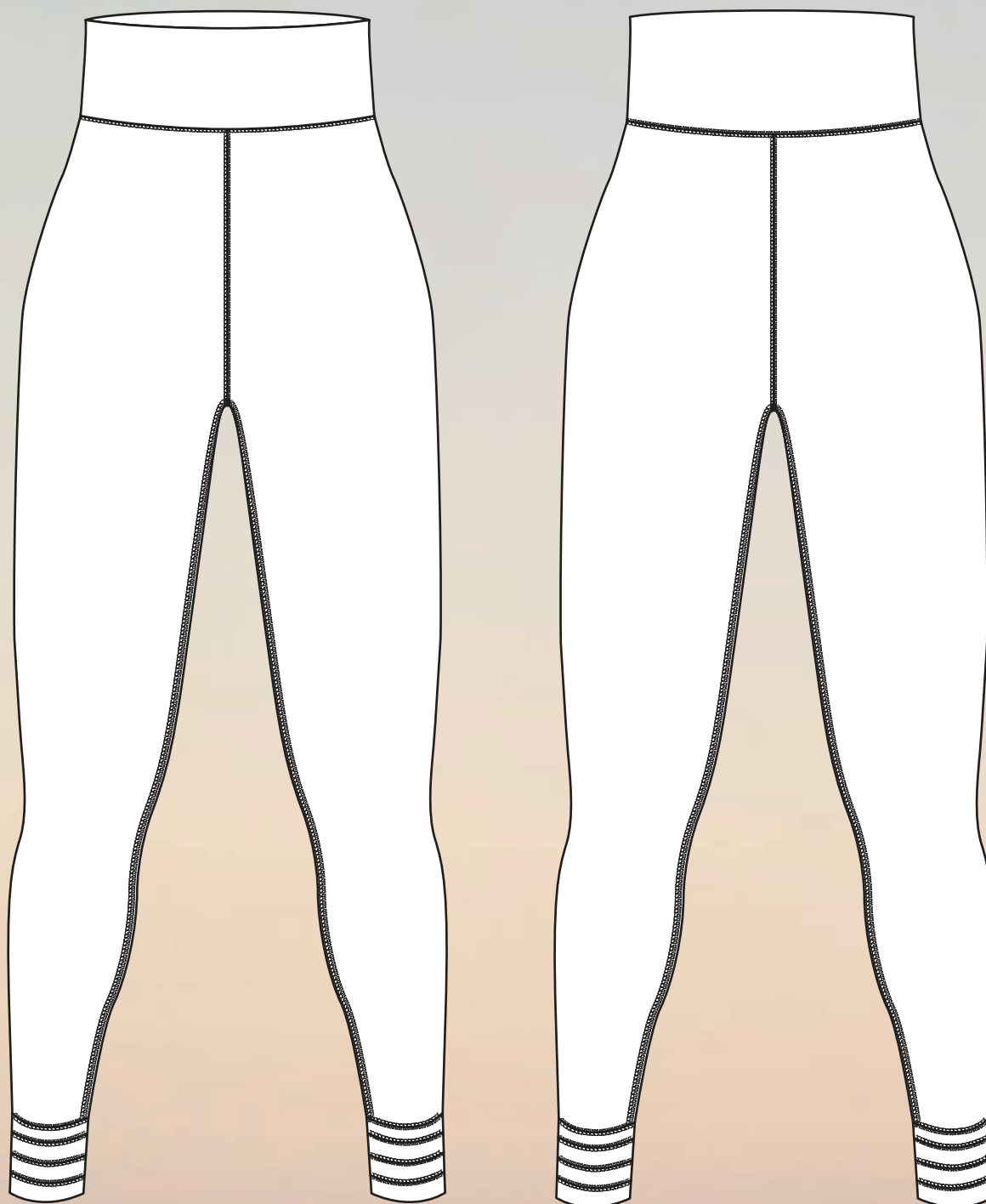


Lemon Lime
13-0443 TCX

Fabrics



Medium Weight Jersey Knit
87% *REPREVE®* Polyester
13% Spandex

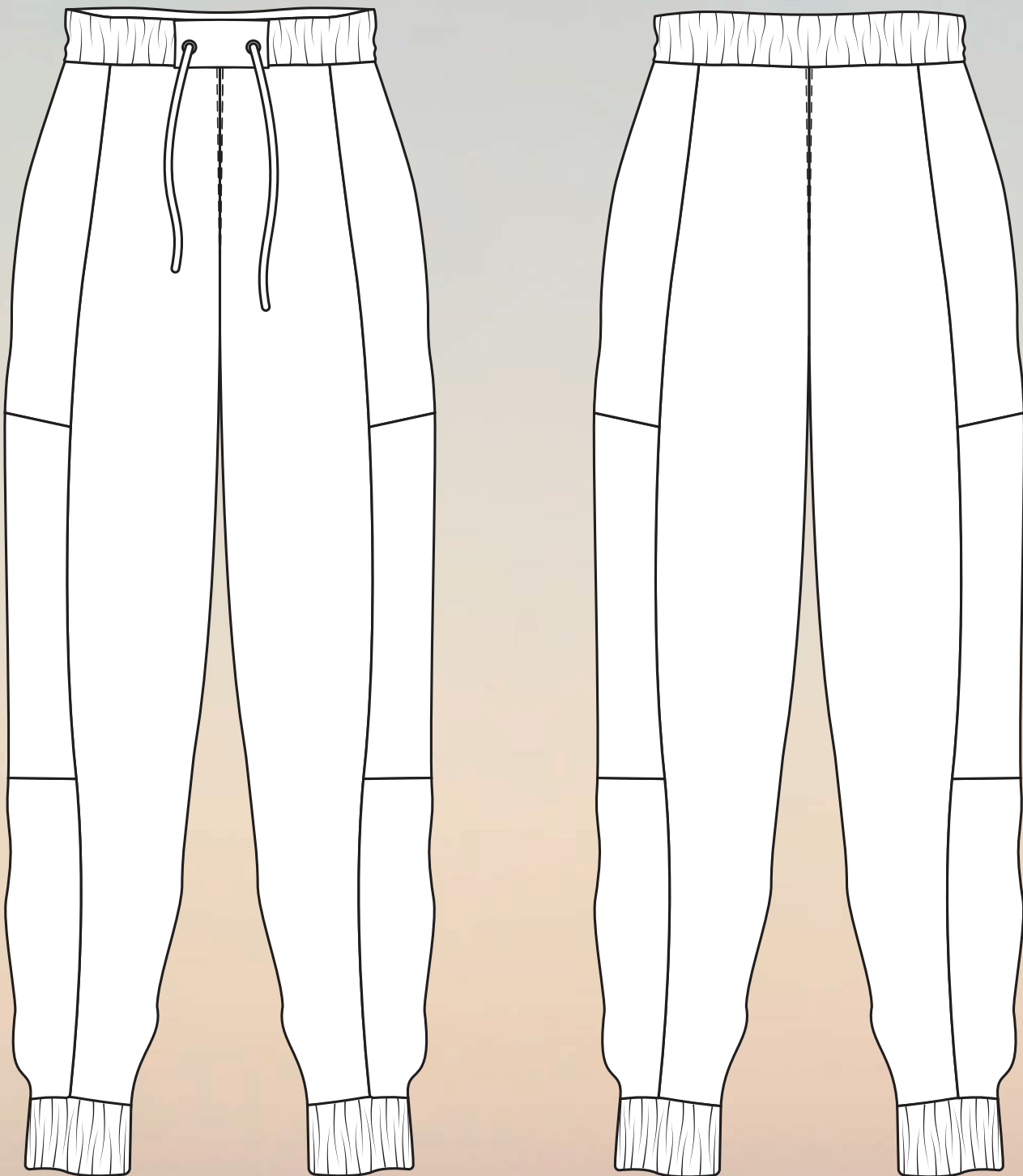


Pleasure Sweatpant

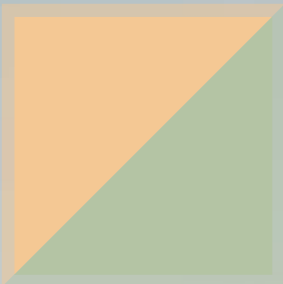
SKU#58-00213

Price Range : \$70 - \$95

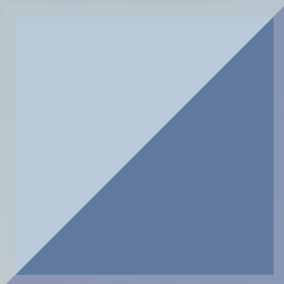
Product Details & Fit : Drawstring waist;
Ribbed trim; Leg seam detail; Slouchy relaxed fit;
Unlined; Color variety from recycled scrap knits



Colors



Summer Spritz
13-1030 TCX



Baby Blues
13-4200 TCX

Olive You
14-0115 TCX

Indie500
16-4018 TCX

Fabrics



Lightweight Single Side Fleece
100% Organically Grown Cotton
100% Recycled Cotton

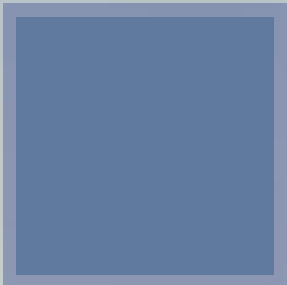
Juli Utility High Rise Relaxed Jean Short

SKU#58-00325

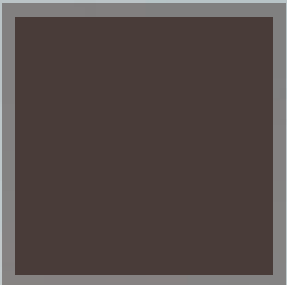
Price Range : \$80 - \$100

Product Details & Fit : Multiple utility pockets;
Fitted waist; Relaxed fit; Loose Denim

Colors

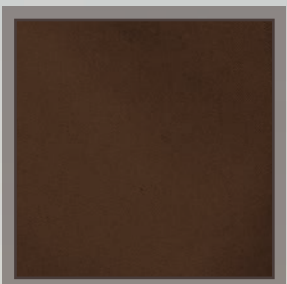


Indie500
16-4018 TCX

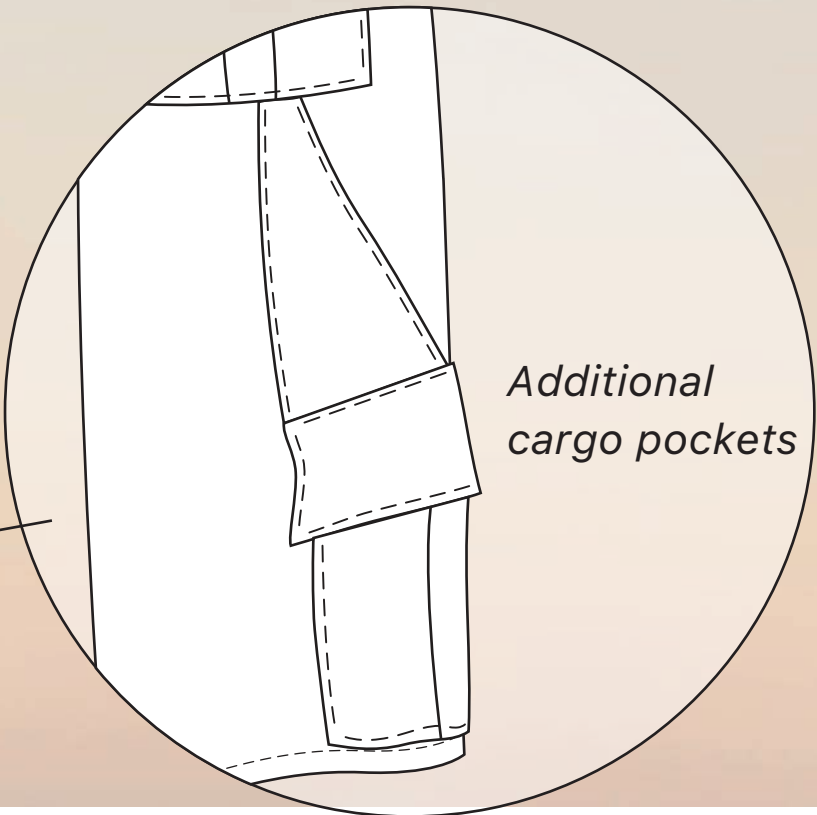
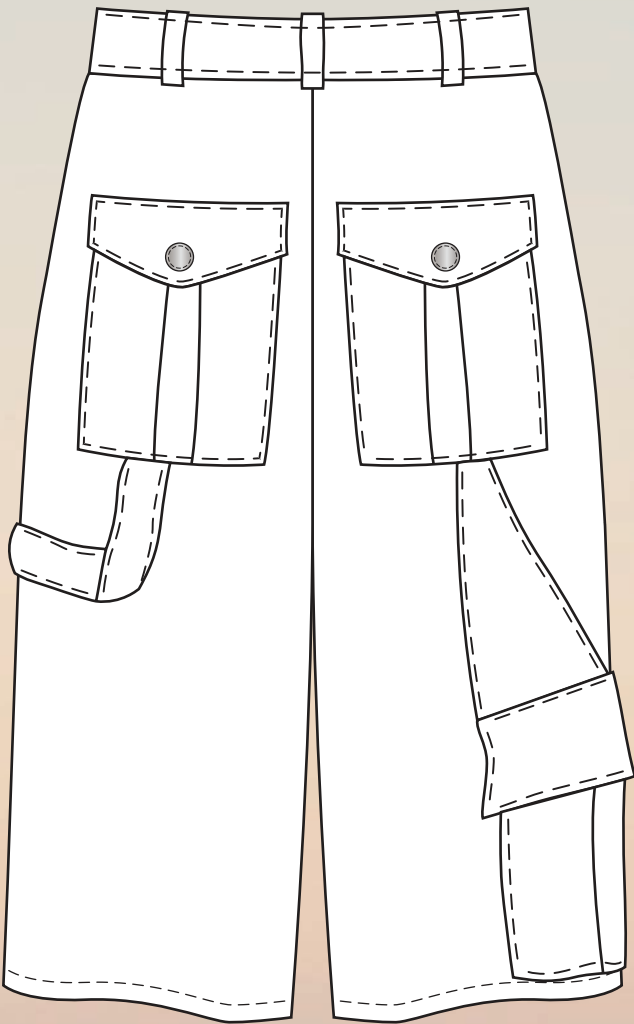
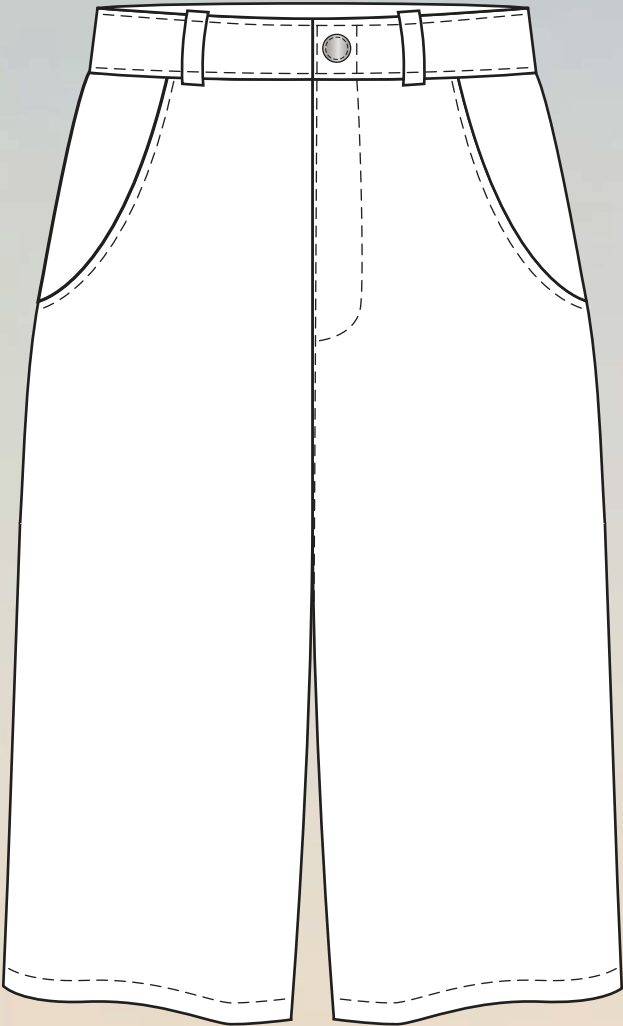


Cocoa Butter
19-1314 TCX

Fabrics



Denim & Apparel Canvas
100% Recycled Cotton
100% Organically Grown Cotton



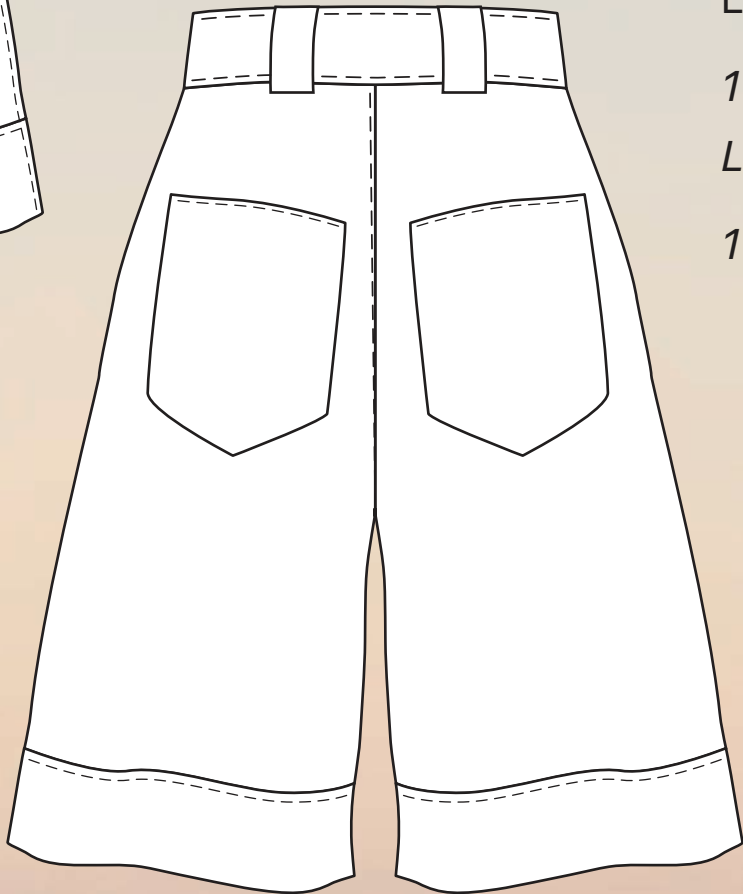
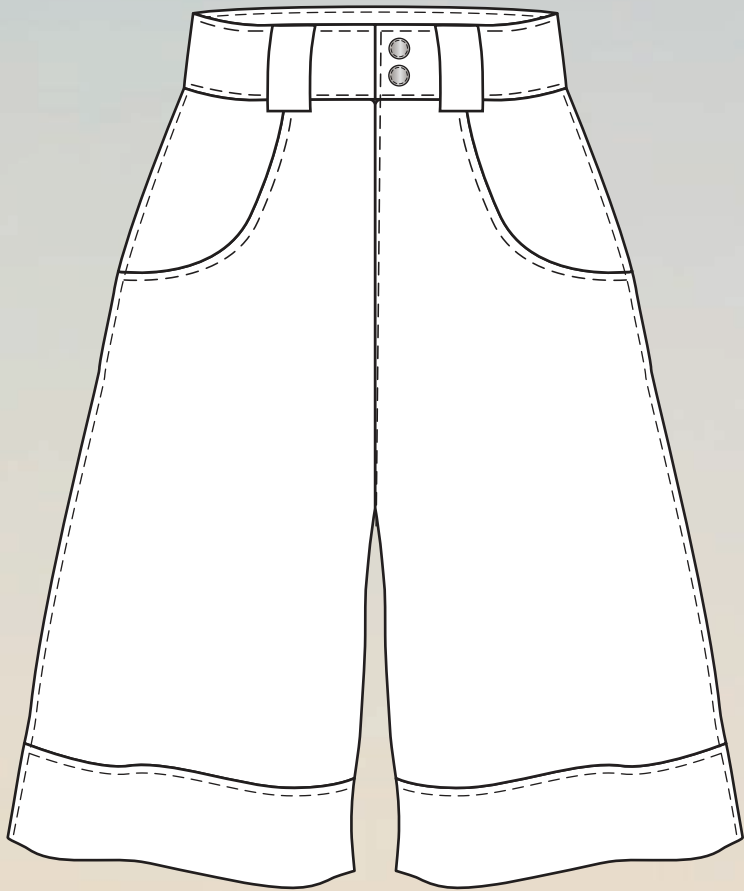
Additional
cargo pockets

Elaine Short

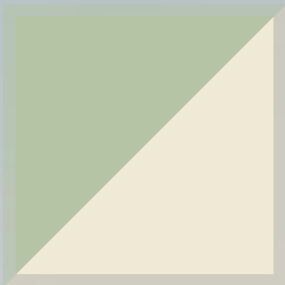
SKU#58-00710

Price Range : \$120 - \$160 / \$260 - \$290

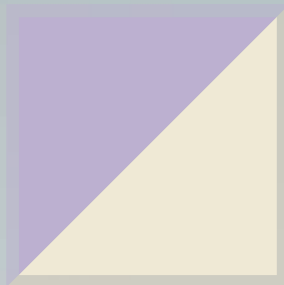
Product Details & Fit : Falls 1" above knee;
Back pockets; Side pockets; Fitted waist;
Relaxed fit; Contrast stitching



Colors



Olive You
14-0115 TCX

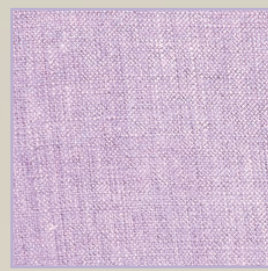


Laid Back Lilac
14-3812 TCX

Clean Cream
11-0105 TCX

Clean Cream
11-0105 TCX

Fabrics



Leather & Linen

100% Veg-Tanned, Chrome-free,
Lamb Nappa Leather

100% Flax Linen

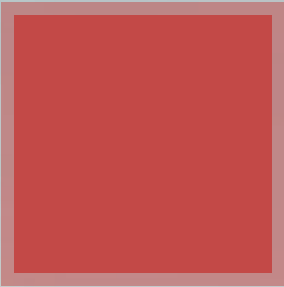
Delphia Skirt

SKU#58-01018

Price Range : \$60 - \$70

Product Details & Fit : Fitted waist;
Mid rise; Loose fit; Tie closure; Side slit;
Wrap skirt; Unlined

Colors



Sun Kissed
17-1654 TCX

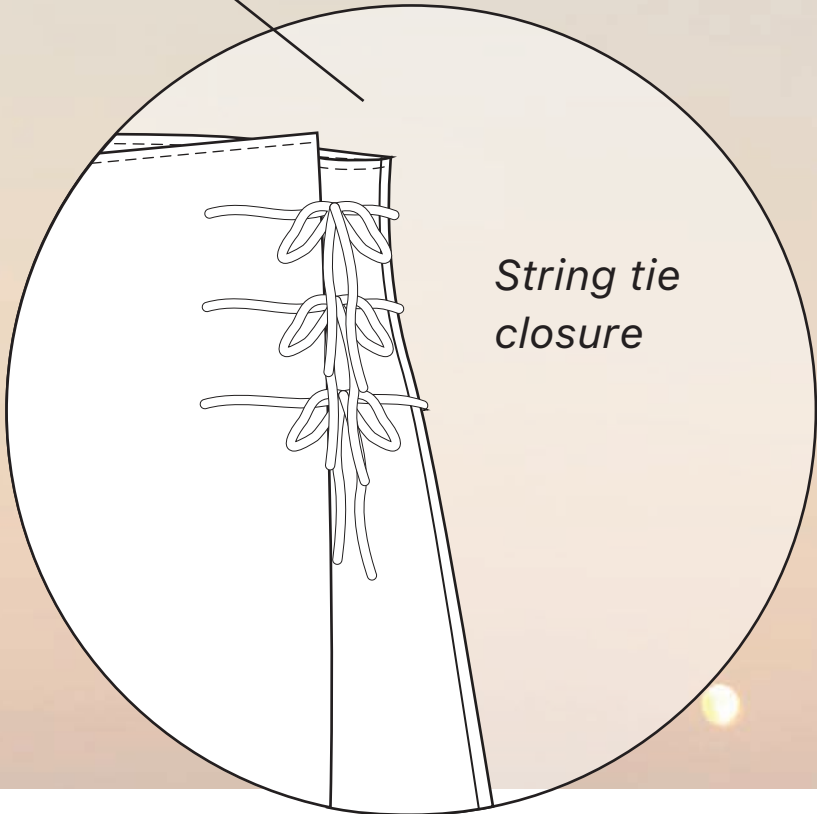
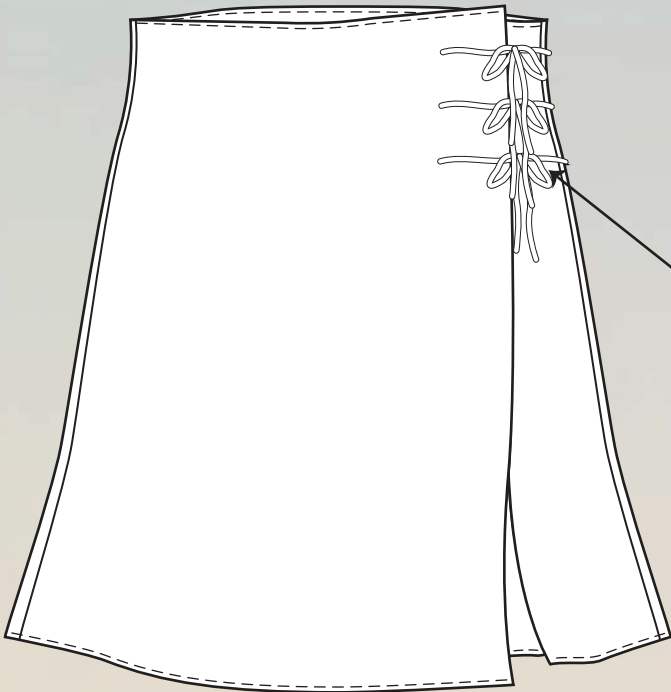


Deep Ocean
18-4043 TCX

Fabrics



Crepe & Charmeuse
100% Viscose / Rayon Blend
100% Deadstock silk

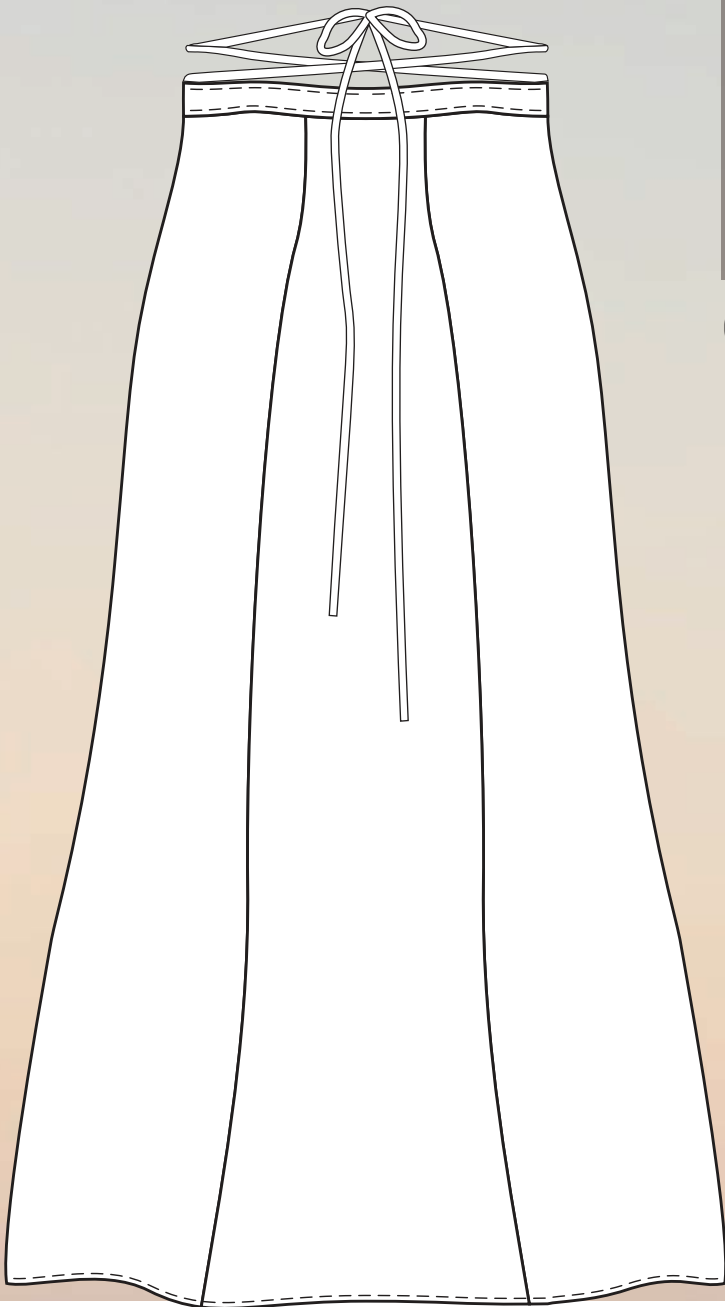


Sareena Skirt

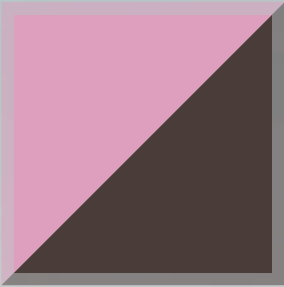
SKU#58-01028

Price Range : \$150 - \$180

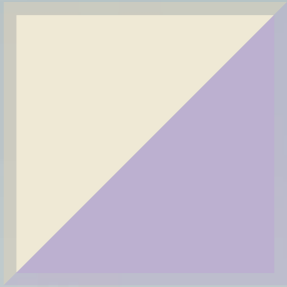
Product Details & Fit : Fitted waist; High rise;
Midi length; Side button closure; Midriff ties;
Side slit; Wrap skirt; Multi-patterned; Unlined



Colors



Pink Ladies
15-2215 TCX

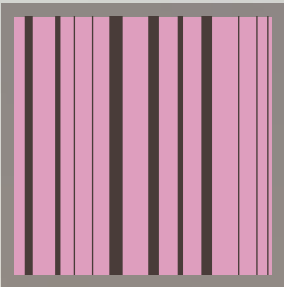


Clean Cream
11-0105 TCX

Cocoa Butter
19-1314 TCX

Laid Back Lilac
14-3812 TCX

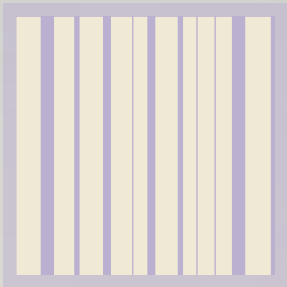
Fabrics



Charmeuse & Satin

100% Deadstock Silk

100% REPREVE® Polyester

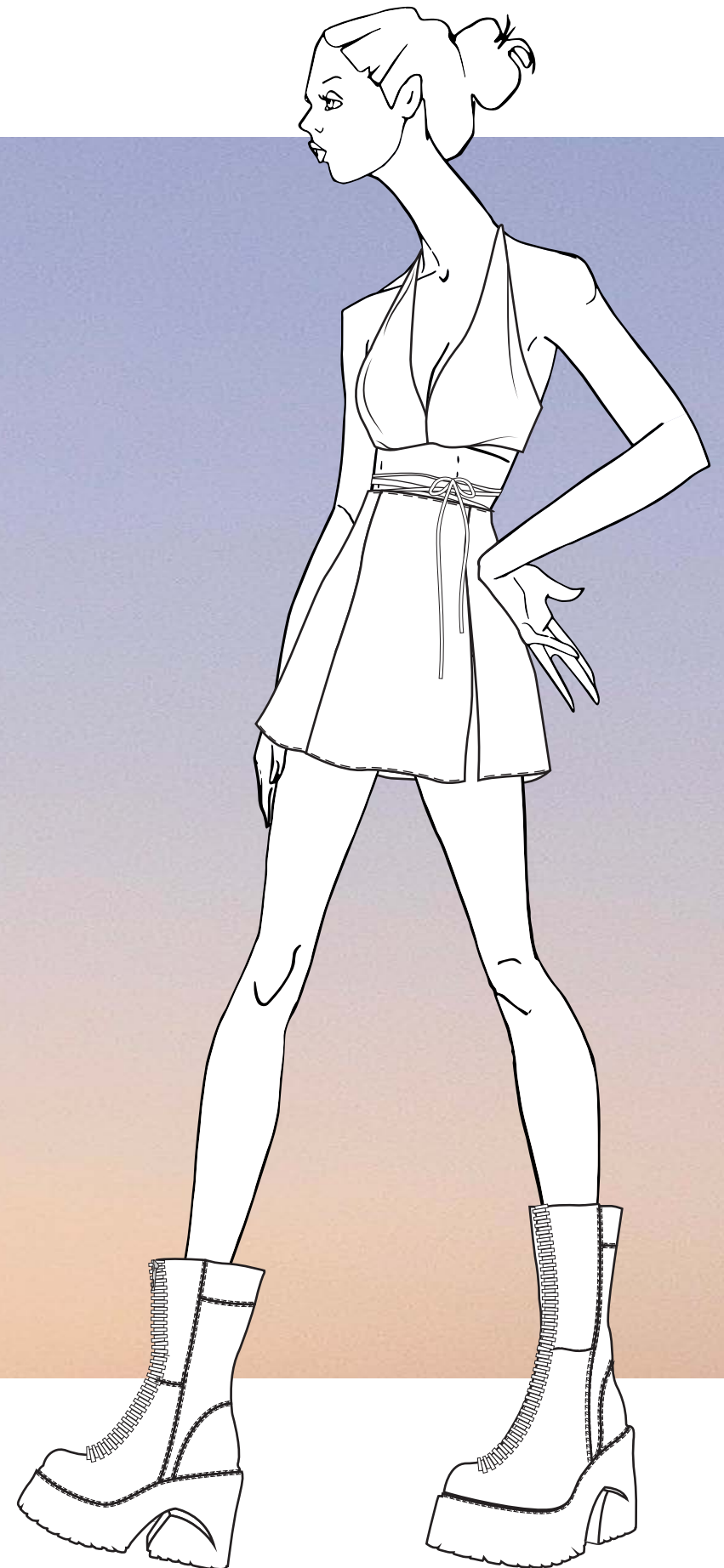


Fluid Freedom

Reformation

SS '22

Drop 2 : June 1st



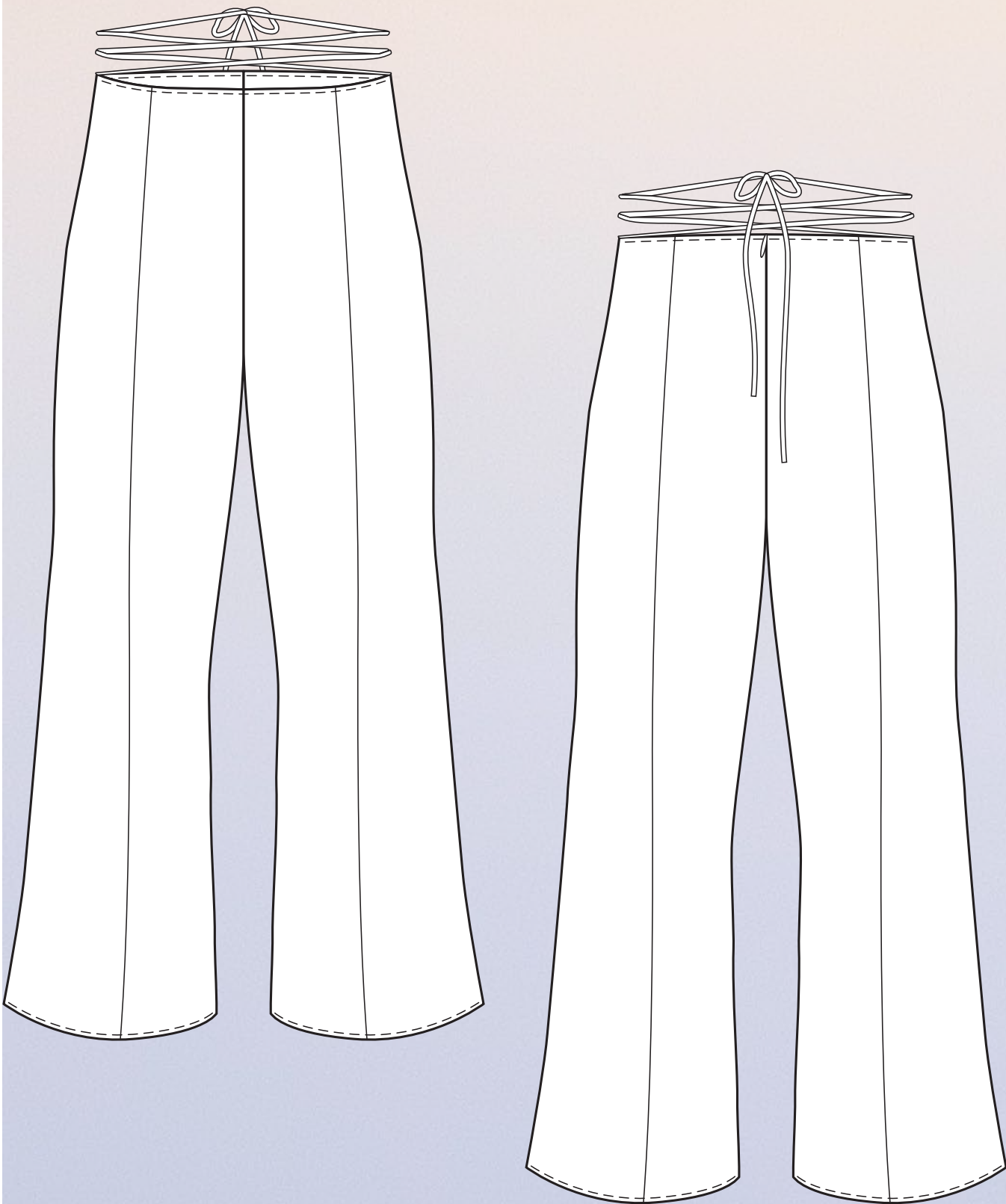
As we continue to exceed self-set expectations on our mission of notable carbon negative emissions by 2025, the 'Fluid Freedom' collection exhibits scalable product lifecycle circularity advancements in material recycling, fabric sourcing, and dye lot management.

Alana Pant

SKU#59-00229

Price Range : \$150 - \$180

Product Details & Fit : Center back zipper;
Cropped; Mid-rise; Slim fitted through hip;
Midriff ties; Unlined

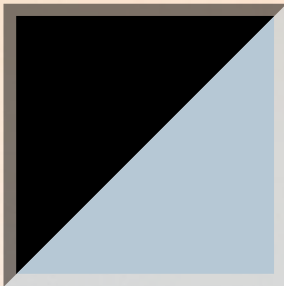


Colors



Sun Kissed
17-1654 TCX

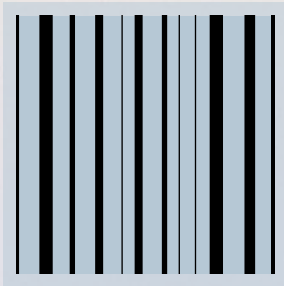
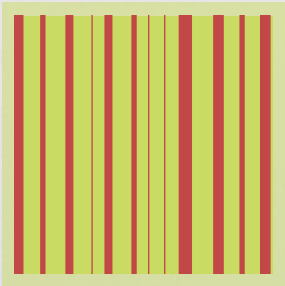
Lemon Lime
13-0443 TCX



Basic Black
19-3911 TCX

Baby Blues
13-4200 TCX

Fabrics



Linen & Charmeuse

100% Flax Linen

100% REPREVE® Polyester

Kambry High Rise Straight Leg Jeans

SKU#59-01111

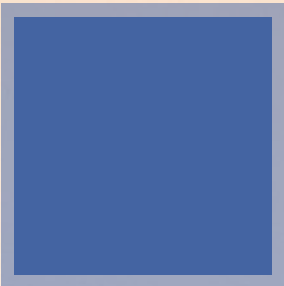
Price Range : \$120 - \$150

Product Details & Fit : Two-pocket jean;
High rise; Fitted waist; Tapered fit through hips;
Straight leg; Ankle slit

Colors

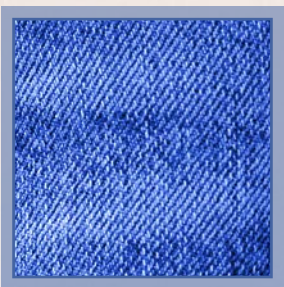


Clean Cream
11-0105 TCX

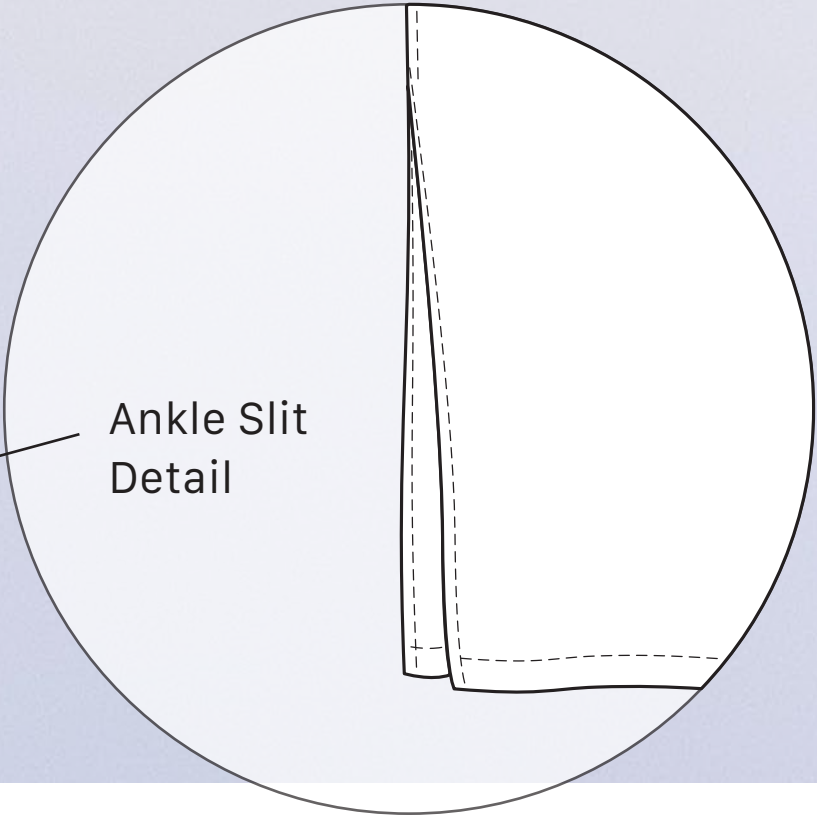
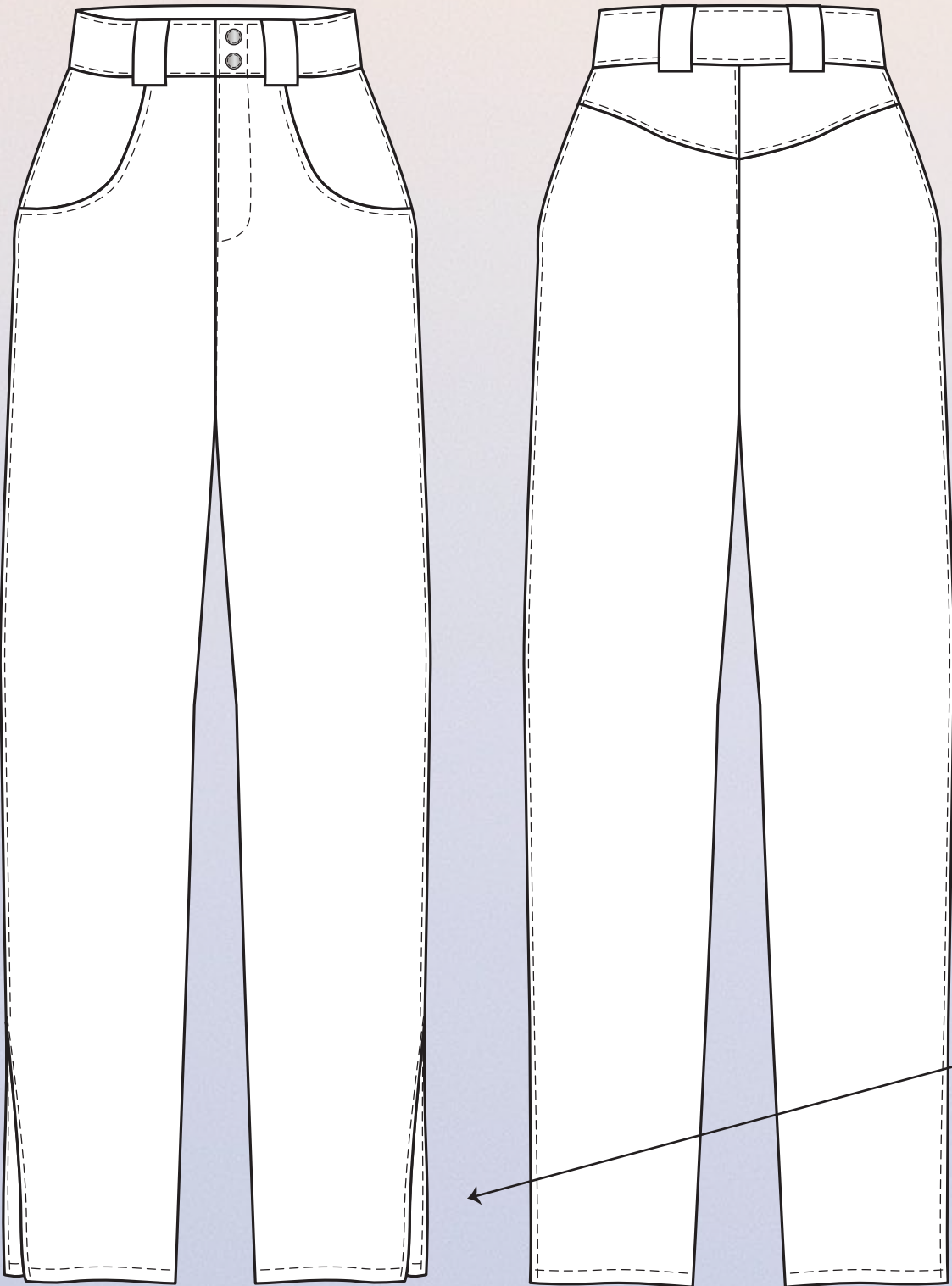


Deep Ocean
18-4043 TCX

Fabrics



Denim
100% Regenerative Cotton
100% Organically Grown Cotton

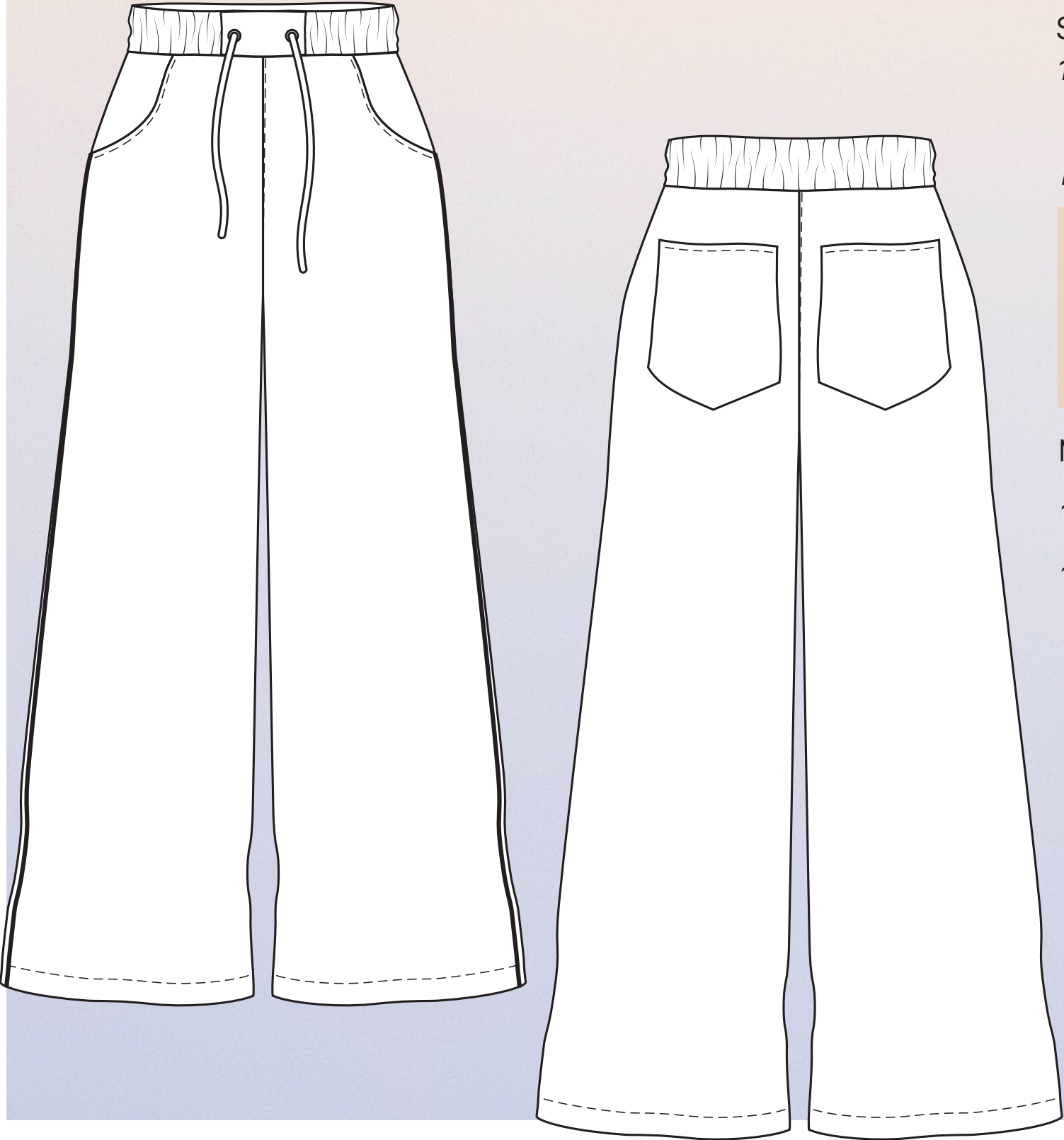


Christine Pant

SKU#59-00710

Price Range : \$90 - \$110

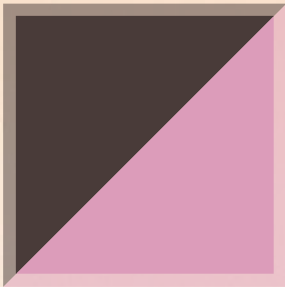
Product Details & Fit : Drawstring waist;
Back pockets; Fitted waist; Slouchy relaxed fit;
Extra long leg; Side seam full zipper; Unlined



Colors



Clean Cream
11-0105 TCX



Cocoa Butter
19-1314 TCX

Summer Spritz
13-1030 TCX

Pink Ladies
15-2215 TCX

Fabrics



Medium weight Soft Jersey
100% Organically Grown Cotton
100% Recycled Cotton

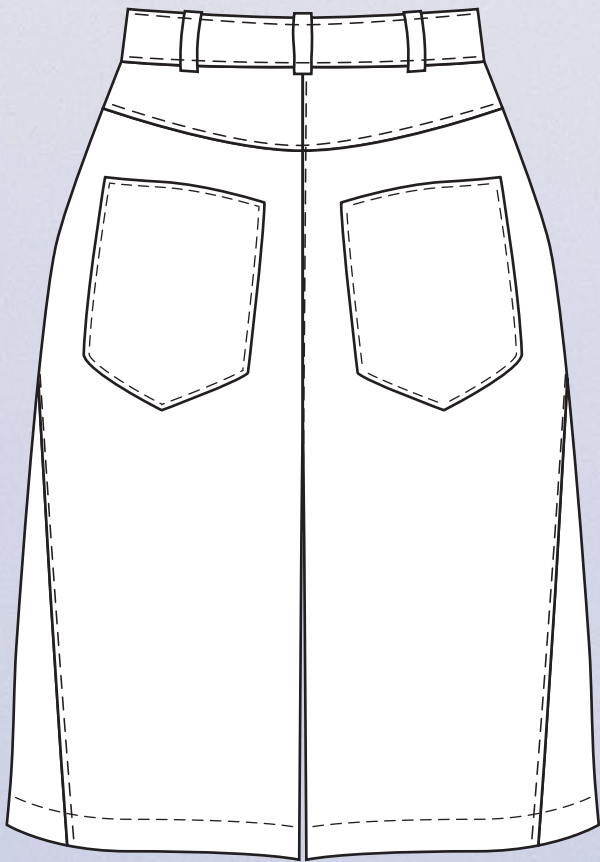
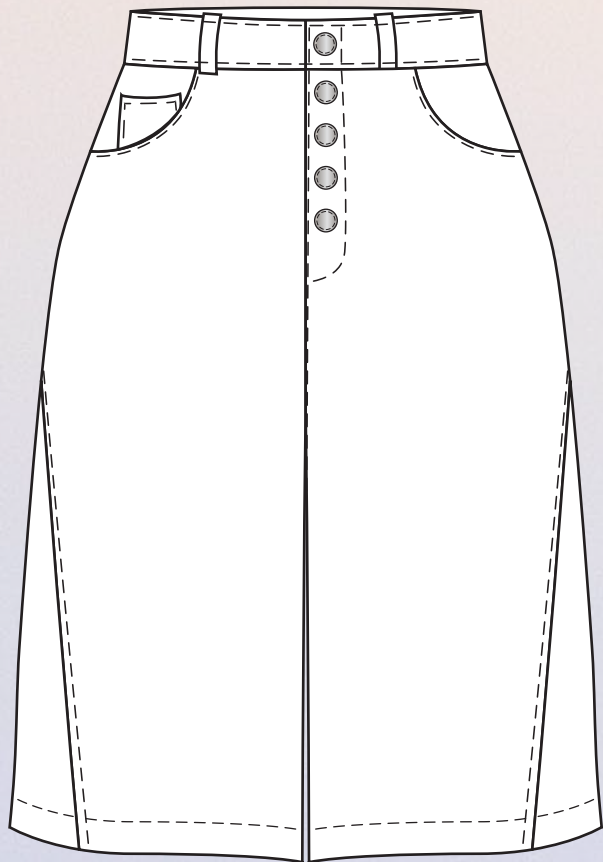


Kimberly High Rise Wide Leg Short

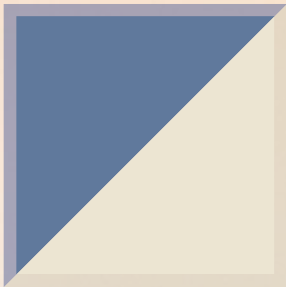
SKU#59-00916

Price Range : \$110 - \$130

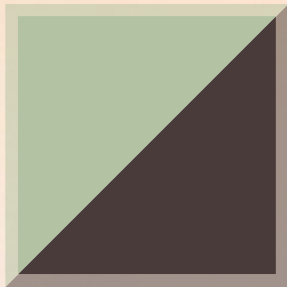
Product Details & Fit : 5-pocket jean;
5-button fly; Cross-leg seam; Fitted waist;
Wide-leg relaxed fit; High rise; Long fit



Colors



Indie500
16-4018 TCX



Olive You
14-0115 TCX

Clean Cream
11-0105 TCX

Cocoa Butter
19-1314 TCX

Fabrics



Denim & Apparel Canvas

50% Recycled Cotton

40% TENCEL® Lyocell

10% Organically Grown Cotton

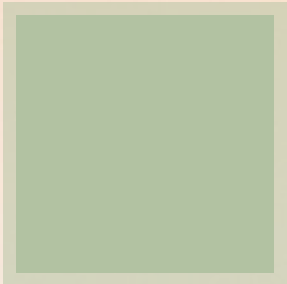
Ruth Short

SKU#59-00114

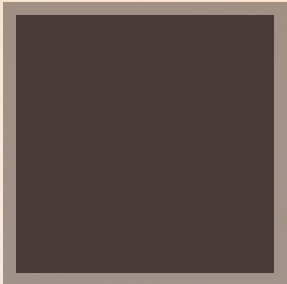
Price Range : \$110 - \$130

Product Details & Fit : Large cargo pockets;
Fitted waist; Full inseam zipper; D-ring;
Balloon loose fit

Colors



Olive You
14-0115 TCX

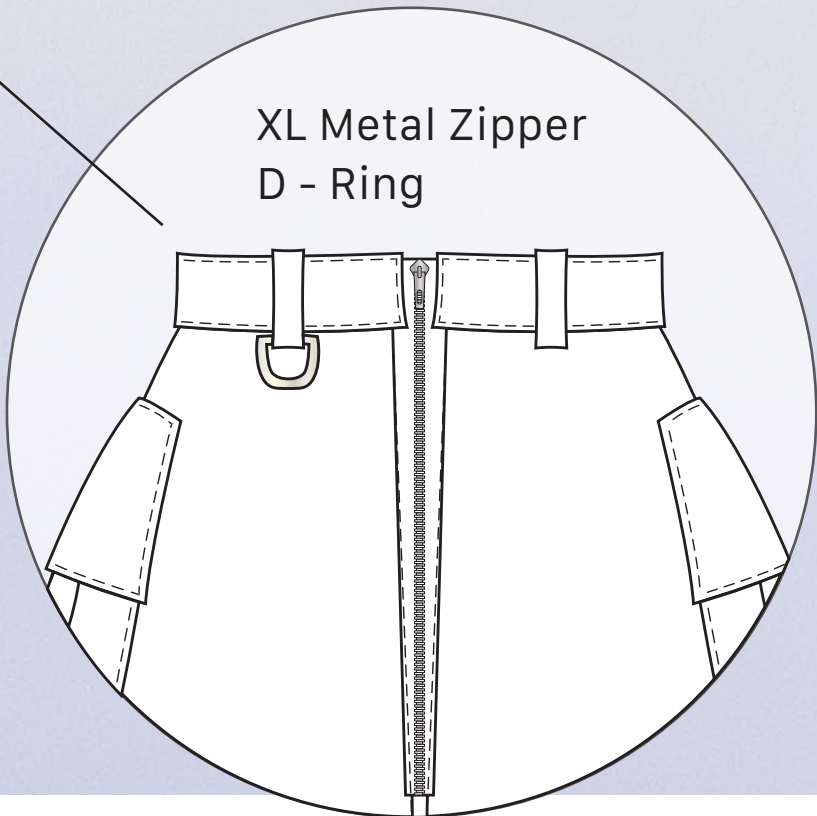
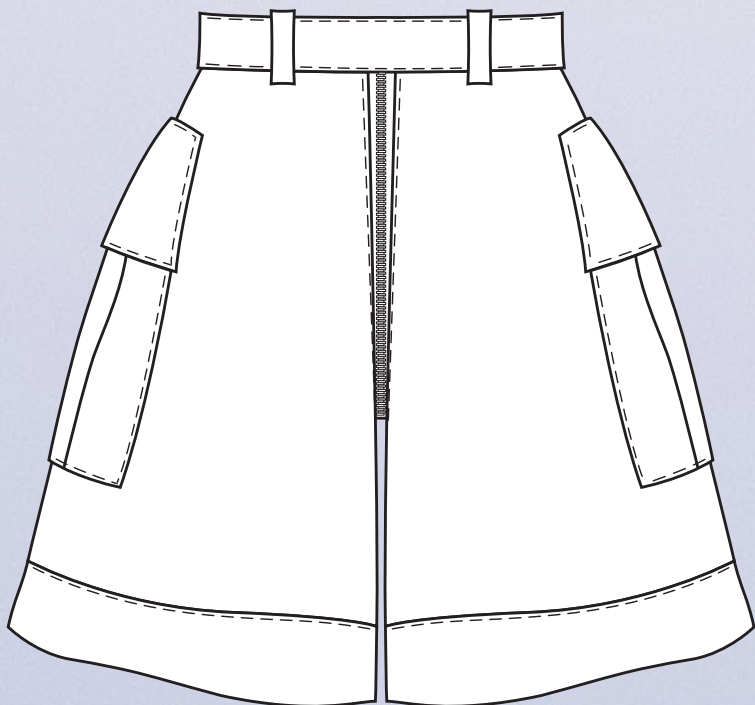
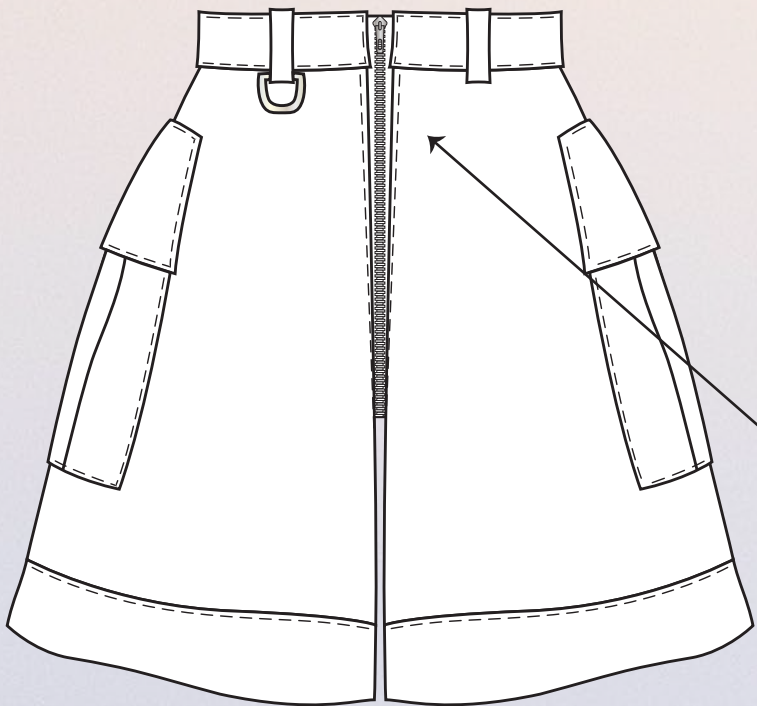


Cocoa Butter
19-1314 TCX

Fabrics



Apparel Canvas & Linen
100% TENCEL® Lyocell
100% Flax Linen



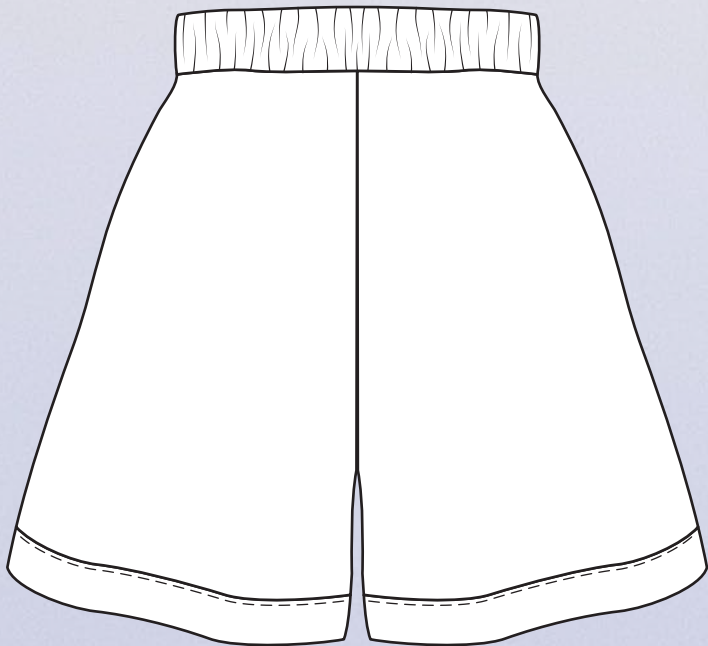
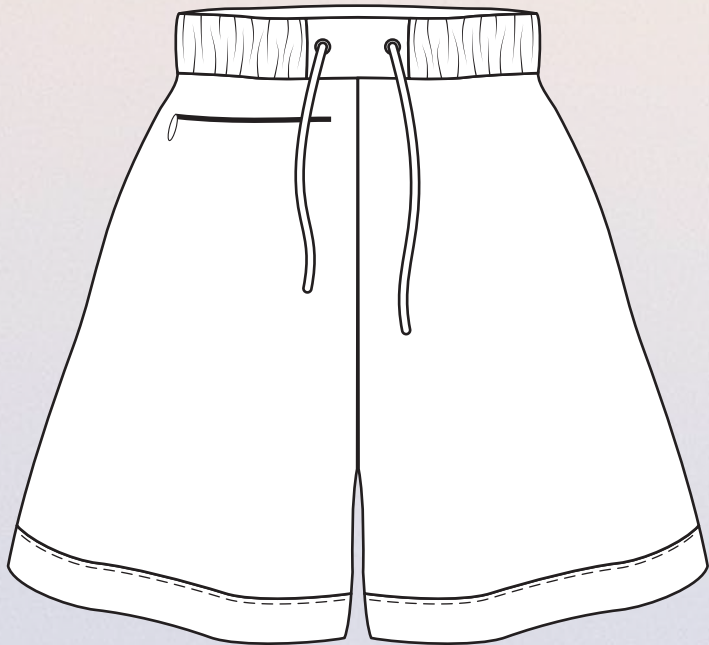
XL Metal Zipper
D - Ring

Sherri Short

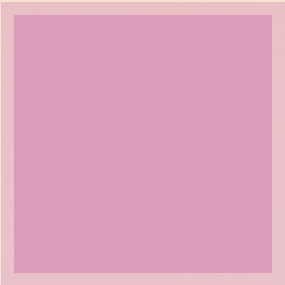
SKU#59-00420

Price Range : \$60 - \$75

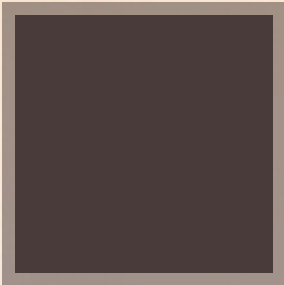
Product Details & Fit : Drawstring waist;
Zipper pocket; High rise; Loose fit; Unlined



Colors



Pink Ladies
15-2215 TCX



Cocoa Butter
19-1314 TCX

Fabrics



Deadstock Jersey Knit
64% Recycled Rayon
36% Recycled Cotton

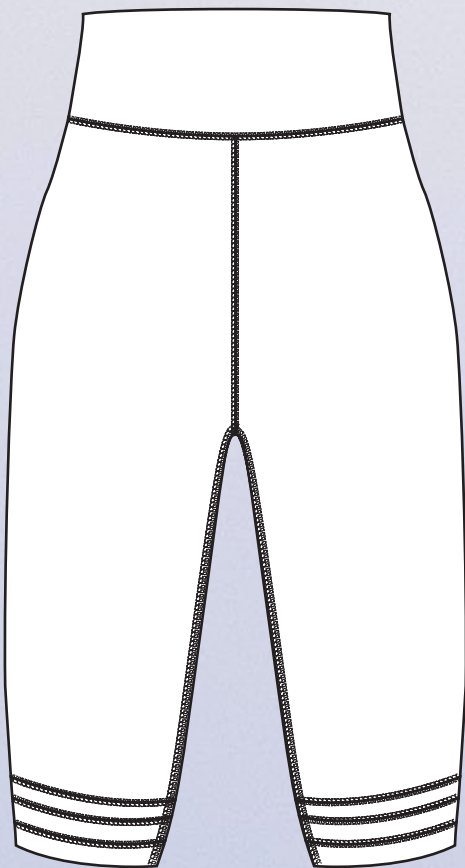
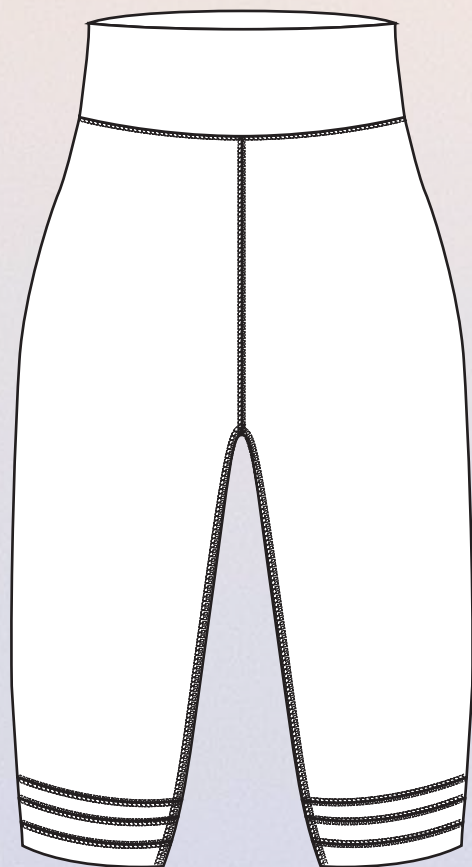


EcoMove High Rise 7" Bike Short

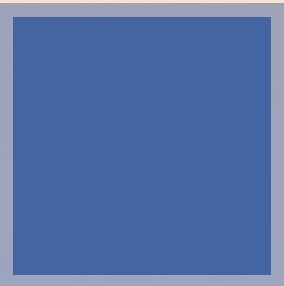
SKU#59-00409

Price Range : \$150 - \$180

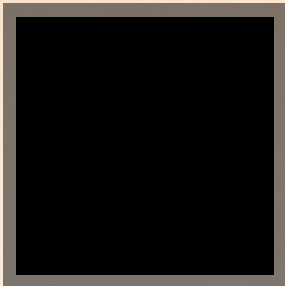
Product Details & Fit : High rise;
Longer inseam; Stretchy fabric;
Made from recycled plastic; Tight fitting



Colors



Deep Ocean
18-4043 TCX



Basic Black
19-3911 TCX

Fabrics



Heavyweight Stretch Knit
79% *REPREVE*® Polyester
21% Spandex

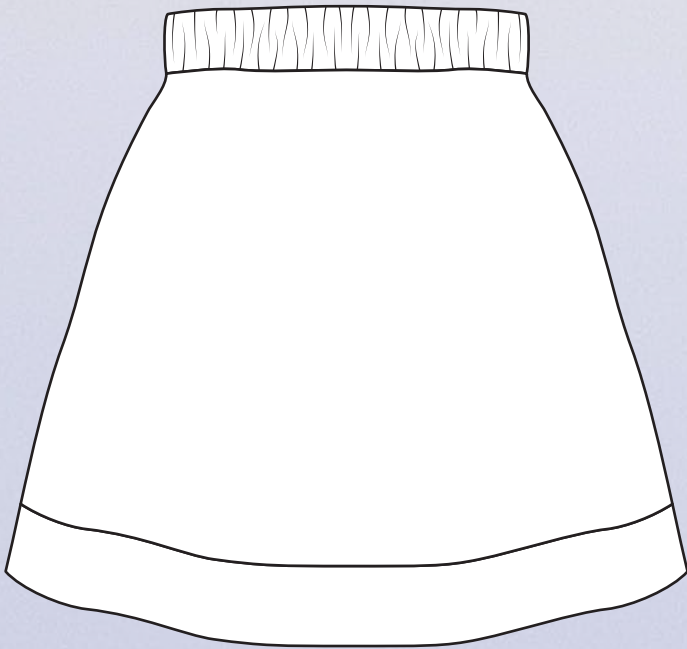
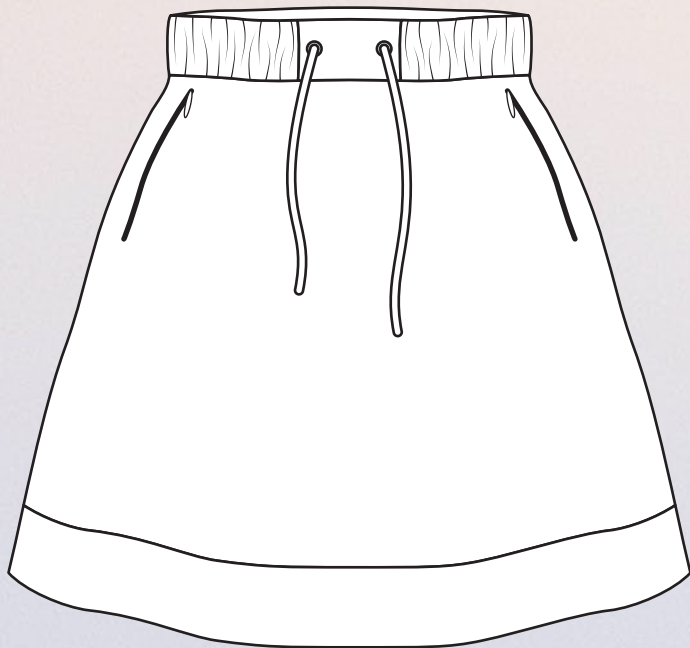


Megan Skirt

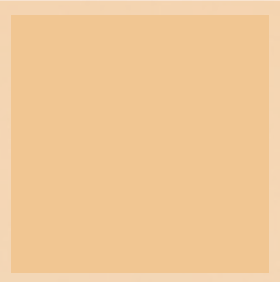
SKU#59-01217

Price Range : \$60 - \$70

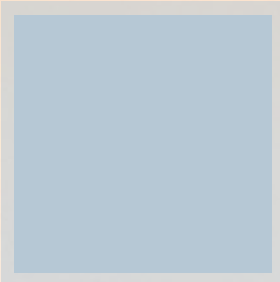
Product Details & Fit : Drawstring waist;
Zipper pockets; High rise; Relaxed fit; Unlined



Colors

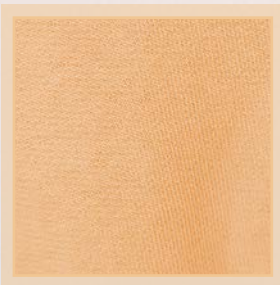


Summer Spritz
13-1030 TCX



Baby Blues
13-4200 TCX

Fabrics



Deastock Jersey Knit
70% Recycled Polyester
30% Recycled Cotton



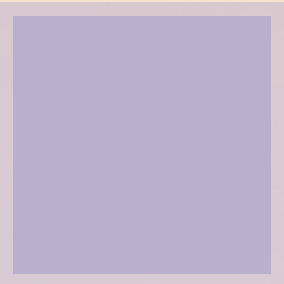
Madds Skirt

SKU#59-00502

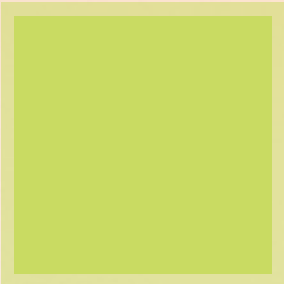
Price Range : \$70 - \$90

Product Details & Fit : High rise;
Stretchy fit; Side slit; Flare

Colors



Laid Back Lilac
14-3812 TCX



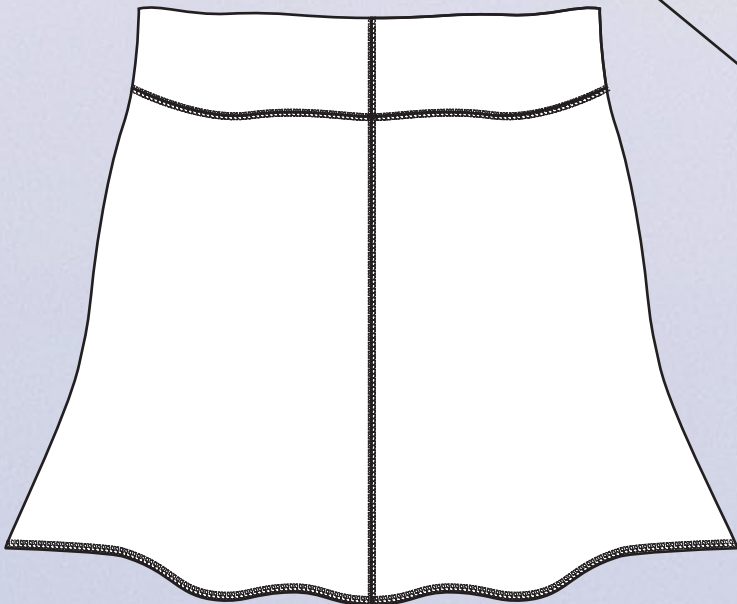
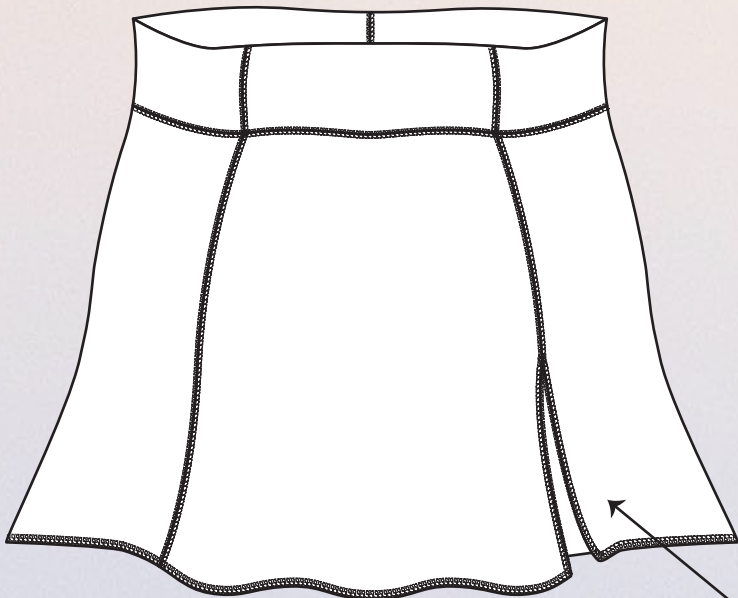
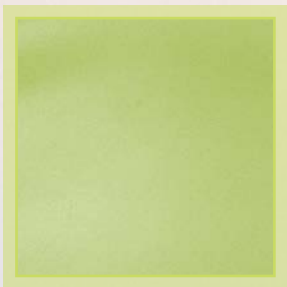
Lemon Lime
13-0443 TCX

Fabrics



Deadstock Athletic Knit

100% Recycled Polyester &
Elastane Blend



Seam Slit Detail

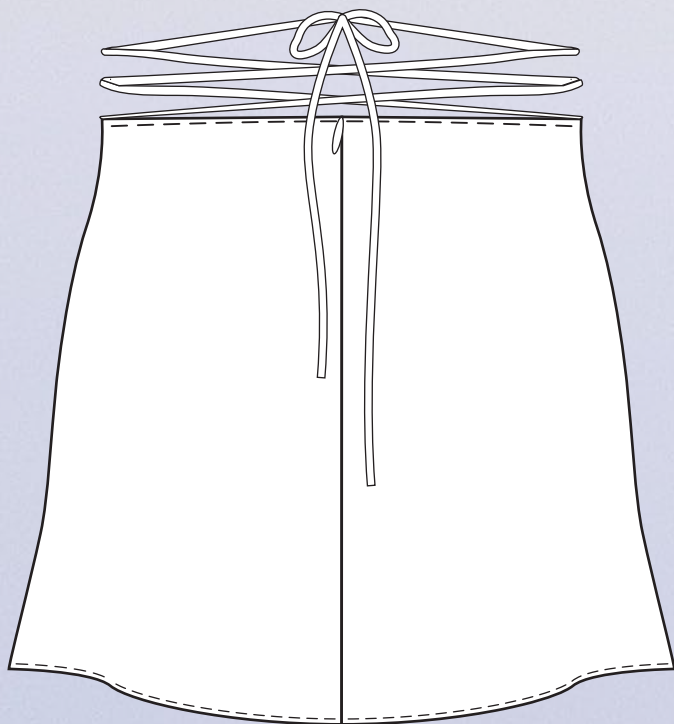
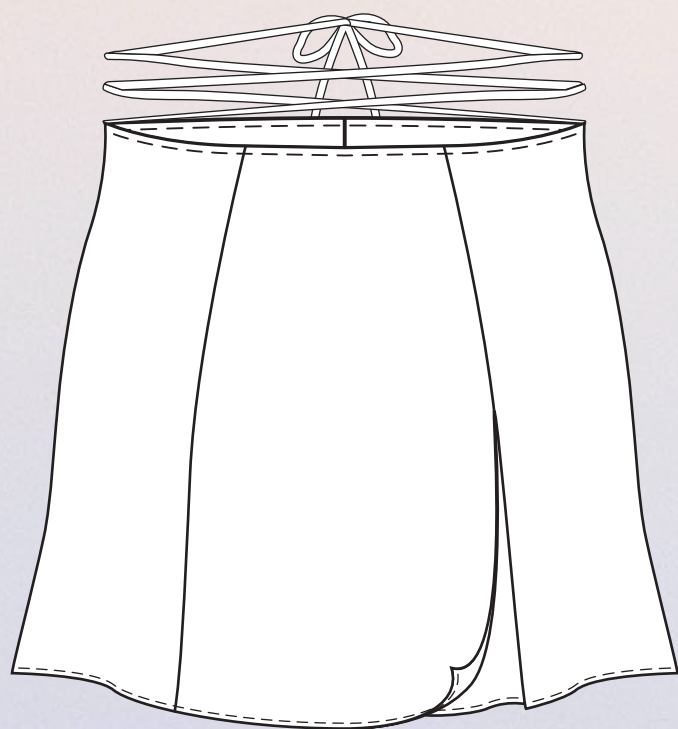
Sunni Skirt

SKU#59-00726

Price Range : \$120 - \$140

Product Details & Fit : Fitted waist;
High rise; Mini length; Center back zipper;
Midriff ties; Side slit; Unlined

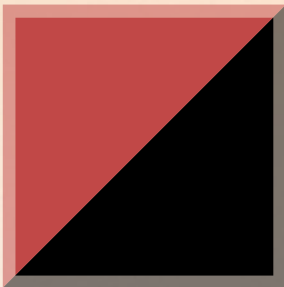
Best Seller



Colors



Lemon Lime
13-0443 TCX

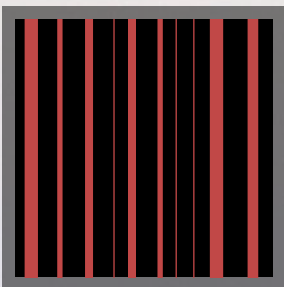
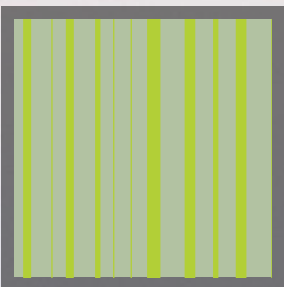


Sun Kissed
17-1654 TCX

Olive You
14-0115 TCX

Basic Black
19-3911 TCX

Fabrics



Linen, Satin, & Charmeuse

100% Deadstock Silk

100% REPREVE® Polyester

100% Flax Linen