

Media Pitch

Subject line: Revolutionizing Sustainability and Style: A Dive Into Reformation's Spring Collection

Hello Irina Grechko,

The fashion industry accounts for 10% of global CO2 emissions with projections expecting that number to double that by 2050. Since 2009, Reformation has been on a mission to make sustainable fashion available to everyone. Reformation is on its path to be Climate Positive by 2025 and will be part of a circular fashion system by 2030.

Their spring collection is now available, featuring retro-inspired prints, linen sets, and upcycle bridal pieces. Their dedication to only using the highest-rated fibers helps reduce emissions and create fashionable pieces. Having read your previous articles, I believe you would do a great job at highlighting Reformation as a brand and their latest collection.

Would you be interested in covering Reformation's sustainability efforts and their 2025 Spring Collection? I'd be happy to set up a meeting to discuss further.

Best regards,

Andrea Aguilar

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