

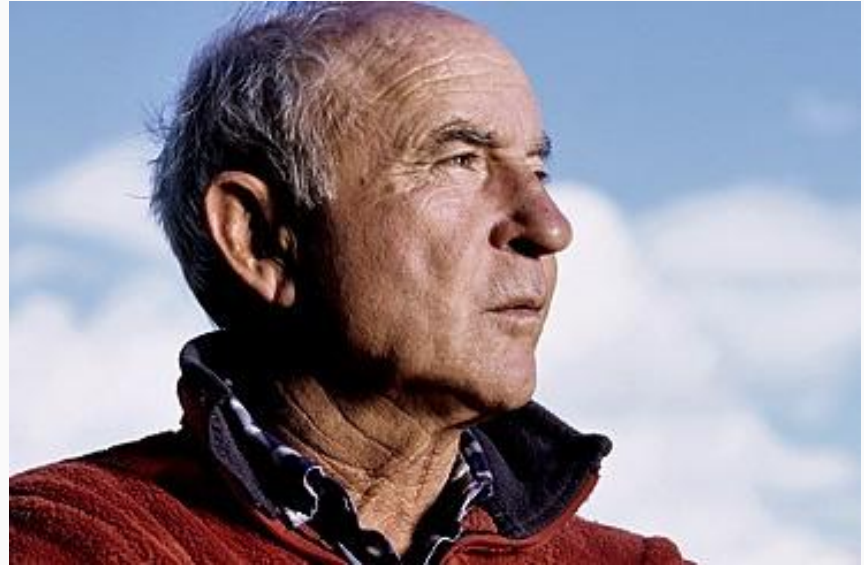
Yvon Chouinard

Founder of Patagonia



Yvon Chouinard's Mission

Early in his life, Yvon discovered his passion for rock climbing. He began designing and creating his own climbing tools and clothing, eventually making more of them because more and more people wanted them. Patagonia was essentially born by accident. He despises conventional business, and instead merges business with environmentalism. His mission has always been to save the world, to tie clothing to a healthy and active lifestyle. Patagonia strives to make fabrics out of organic material, while also donating to small groups that work to help the environment. Yvon's spontaneous active lifestyle and unique business incentive allow for Patagonia to be successful environmentally conscious business.



3 Reasons Why

I am fascinated with this case because...

1. Yvon Chouinard started Patagonia and his leisure business when he was young by accident.
2. He incorporates his love of having an active lifestyle (mountain climbing, surfing, hiking) into his designs. Promotes physical and environmental health. He travels a lot between Ventura, California and Jackson Hole, Wyoming.
3. Does not believe in conventional business. Does not see the need in having “managers” or having to supervise employees. He values each and every worker for their own skills and mindsets.

Thought-Provoking Questions

1. Does promoting a healthy active lifestyle give people an incentive to buy more consciously?
2. If companies cared less about profit and more about the environment, will that influence shoppers to buy more consciously? Is it in the company's hands to change the motives of buyers?

Sources

<https://www.forbes.com/sites/danielasirtori/2017/03/20/from-climber-to-billionaire-how-yvon-chouinard-built-patagonia-into-a-powerhouse-his-own-way/#73794cde275c>

<http://www.patagonia.com/company-history.html>

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