

APPAREL AND ACCESSORIES

## Canada Goose launches recommerce platform in home market

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*The luxury brand is seeking to extend the life cycle of its performancewear. Image credit: Canada Goose*

By LUXURY DAILY NEWS SERVICE

Outdoor clothing company Canada Goose is seeking to extend the life of its performancewear.

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Upon the release of an annual ESG report, the apparel producer is debuting **Canada Goose Generations**, a digital destination for the sale of pre-owned items originating from the brand. Having reduced its carbon footprint by 45 percent year-over-year (y-o-y) in 2022, the label's site is now live in Canada after debuting in the United States earlier this year.

"Canada Goose Generations is a perfect expression of what luxury means today and defines a more sustainable tomorrow," said Carrie Baker, president of **Canada Goose**, in a statement.

"Meticulously crafted in Canada with the best materials, our products are uniquely positioned to be re-discovered and loved for a second, third and fourth time," Ms. Baker said. "Bringing Generations to our home market presents a meaningful opportunity for us to connect and reconnect with long-time customers in an exciting new way."

Chasing a cold planet with warm wear

Powered by recommerce operating system Trove, Canada Goose's newest platform allows consumers to trade in their pre-loved pieces.

Now, shoppers can purchase secondhand outerwear and apparel from the company directly. Eyeing longevity, the luxury brand is recirculating garments that have stood the test of time, ultimately extending the life cycle of its older creations.

Those interested can head to the "Generations" portal online, where all transactions will take place. Once items are sent in, a Canada Goose gift card will be sent to the seller after passing the company's inspection and authentication processes.

Designed for the planet, worn for a lifetime. Our products withstand the test of time and the

elements. [#Sustainability](#)

Learn more through: <https://t.co/w0mf7CPvn3> [pic.twitter.com/r37kt2CWm5](https://pic.twitter.com/r37kt2CWm5)

Canada Goose (@canadagoose) [July 2, 2023](#)

The platform lives up to its name, presenting a flurry of heritage pieces and styles born of brand collaborations, in addition to an array of vintage apparel featuring provenance that date back 65 years or more, per a statement from Canada Goose.

The secondhand category is currently booming, with many luxury names introducing their own in-house options ([see story](#)). The launch supports the company's overall sustainability strategy and waste reduction goals, as outlined by [Humanature](#), a purpose platform housing the new recommerce vehicle and Canada Goose's ESG reports, the latest of which is now live.

Released on the same day as the digital resale project, the company purports to be ahead of green targets and is refocusing on what lies ahead, even beyond 2025.

"Exploring new countries and cultures and meeting new people is what drives me to uncover the next hidden location. That's why it's important to choose gear that keeps me protected while being kind to the planet." [#LiveInTheOpen](#)

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In 2022, Canada Goose's Scope 1 and Scope 2 emissions were reduced by nearly 45 percent y-o-y thanks to renewable energy credits aimed at incentivizing the use of solar, hydro and wind energy. In 2024, the corporation will begin measuring Scope 3 numbers, setting targets by the end of that fiscal year.

Additionally, last year, 75 percent of its materials were pivoted to what the company calls "Preferred Fibres and Materials," inclusive of organic, biodegradable, recycled and plant-based fabrics. By spring 2024, the brand will cease production of Per- and Polyfluorinated Substances products in Canada in the fall, the same will go for Europe.

"This ESG Report focuses on key issues in our industry and around the world from material innovation to reducing our carbon footprint to our Human Rights policy," said Gavin Thompson, senior vice president of corporate citizenship at Canada Goose, in a statement.

"We continue to actively transform our business while remaining true to our purpose to keep the planet cold and the people on it warm," Mr. Thompson said. "I'm proud of our employees and thankful to our partners, who join us in our commitment to this purpose."