

For Immediate Release

Patagonia to Share Vendor Collaboration Process in Oct. 16 Webinar
Apparel Brands, Fashion and Technology Journalists Welcome to Join Live Discussion

LAS VEGAS — October 9, 2013 — Patagonia, a leading outdoor brand, will participate in a live webinar 10AM EST on October 16 to discuss the use of cloud technology to speed product development and collaborate more effectively with global vendors.

Click [here](#) to register for the free, one-hour webinar, “8 Secrets to Leverage Social Business for Fast Fashion,” or visit the event organizer’s website at www.just-style.com.

During the webinar, which is sponsored by [FastFit360](#), Valerie Arnold, director of business operations, Patagonia, will share how the outdoor brand is leveraging “social business” for enhanced factory collaboration and improved efficiency through reduced prototyping and shorter development timelines. Social business refers to how apparel brands are sharing and communicating about fashion workflow in a highly visual, social media-type environment.

The event will provide actionable tips for apparel brands and retailers who want to speed cycle time. Information will be relevant for designers, technical designers, product developers, and sourcing and QA/QC professionals.

In addition to Arnold, the webinar will feature insights from Roxy Starr, executive vice president, design and development, FastFit360, provider of the technology used by Patagonia. Starr will describe FastFit360’s e-sample® technology and demonstrate how robust, real-time analytics can be used to rate vendor performance and to secure a clearer picture of corporate outcomes against core metrics, such as cycle time per sample, by vendor and style.

For more information, visit <http://www.FastFit360.com>, e-mail contact@fastfit360.com or call US +1-702-997-1820.

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About FastFit360

FastFit360's core technology delivers a revolutionary and refreshingly simple solution to fashion businesses requiring supply chain speed and visibility. The company's cloud-based software enables companies to communicate socially and visually during the critical sample-making process, addressing the needs of designers, technical designers, product developers, quality assurance professionals, sourcing teams and the executive suite — anyone, anywhere who needs easy access to real-time product information by style and by vendor. The FastFit360 Cloud and FastFit® Studio solutions work in unison for global, visually oriented communication for streamlined sample management, tracking and analytics. Learn more at www.FastFit360.com.

About Patagonia

Patagonia, Inc., based in Ventura, California, is a leading designer and retailer of core outdoor, alpine, fly fishing, snow, surf and sport-related apparel, equipment, footwear and accessories. The company is recognized internationally for its commitment to authentic product quality and environmental activism, contributing over \$55 million in grants and in-kind donations to date. Incorporating environmental responsibility into product development, the company has, since 1996, used only organically grown cotton in its clothing line. The company's entire product line is recyclable through its Common Threads Partnership. The Footprint Chronicles® at <http://www.patagonia.com/us/footprint> explores the company's environmental and social footprint.