

AMERICA TODAY

CONTEXT

America Today started in 1989, in the Netherlands. Three friends who enjoyed the American fashion style wanted to bring this to the Netherlands. America Today sells American brands and has several products from their own label. America Today's target group are those who enjoy American Fashion, yet mainly youth. They keep up to date with the market through changing and updating the products they sell. However, there are a few products that they continue to sell each and every season, as they are firmly connected to their brand.

Among these products are several sustainable products. Within their own label they produced a sustainable raincoat, because they believe there is no planet B. Combining American style, Dutch weather, and caring for the planet. This way they keep track of their target group, yet also becoming more sustainable.

THE IMPLEMENTATION

The raincoat is a very iconic product, and perfect for the Dutch weather. recycled plastic is a useful material for raincoats, this means that there are options for a company which is aware of the environmental issues. Next to using recycled material a rain jacket from recycled material needs 59 percent less energy to produce than normal polyester. America today tries to decrease their energy use, amount of "new" plastic used, and decrease the amount of CO2 emissions. In order to produce these jackets American Today uses about 20 bottles per jacket.

While the rain jacket is one of the most recognizable sustainable products America Today wants to produce at least half of their products in a sustainable way in 2025, as of 2019 they expect that this would be easily met. In 2019 they were noticing how the change to a more sustainable shop was going quicker and quicker. As of 2021 they already reached 67 percent. America Today also notes the need for becoming more sustainable as their target group is focussing more and more on sustainability.

Currently America Today has around 40 stores in the Netherlands, Belgium and Germany, but they also have an online store.

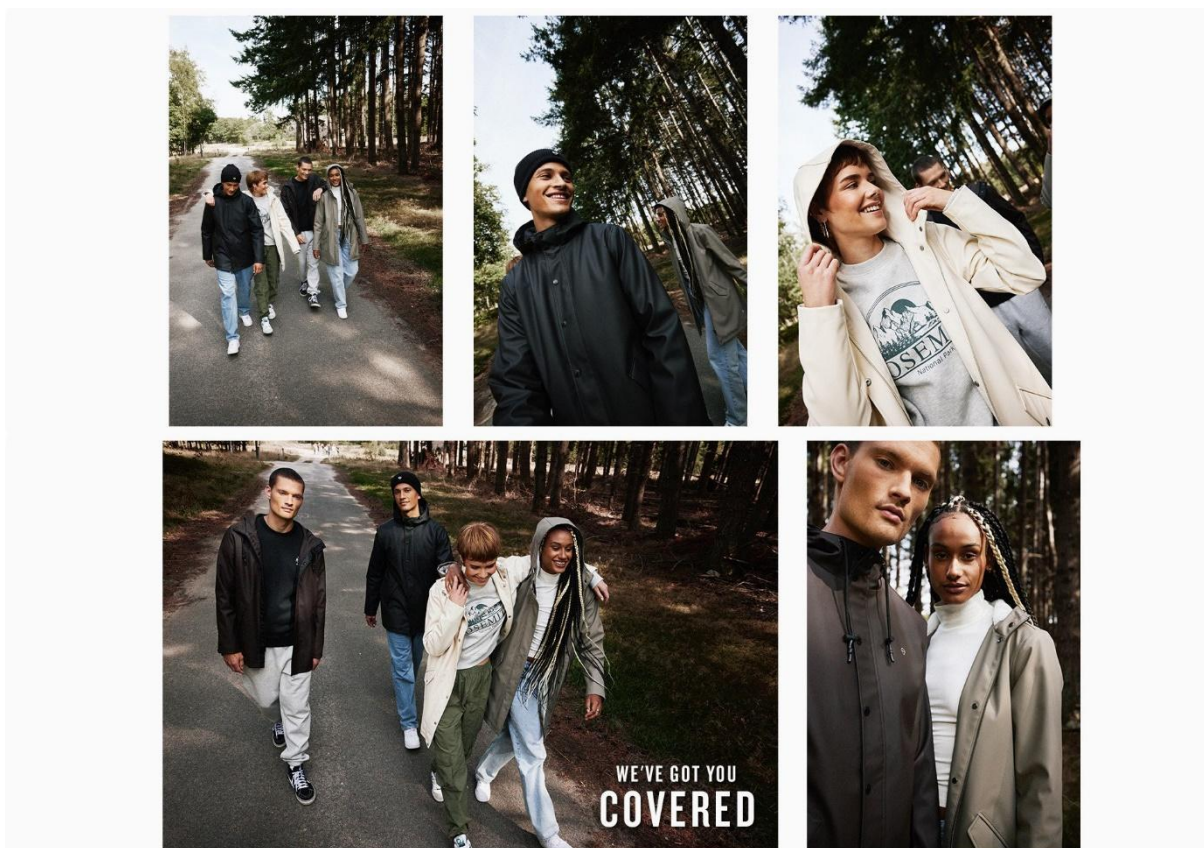
IMPACT CREATED

America Today's raincoat is not to be missed in Dutch Society, certainly on rainy days, you can spot a wide scale of colours and forms of the raincoat. The Dutch weather in combination with the amount of people wearing the jacket does enough for promotion, this does not need extra promotion for the jacket. America Today uses the renewable part as an extra selling point, not as the main selling point. The Raincoats Is also used as a main point In their sustainable plan, showing the possibilities of renewable products.

In collaboration with other companies America Today collects the plastic bottles from companies and people to produce the sustainable jacket. Next to that, America Today is also focusing on the impact they have as a company and currently working on developing a plan to not only produce sustainable, but also do business sustainably.

MORE INFORMATION

- ❑ Website: <https://www.america-today.com/en-nl/raincoats/raincoats.html>
- ❑ Pictures:



- ❑ Social Media

Tiktok: https://www.tiktok.com/@america_today?
 Facebook: <https://www.facebook.com/americatoday/>
 Instagram: https://www.instagram.com/america_today/