

CASE STUDY

Picture Organic Clothing

Company Name

Picture Organic Clothing

Category

Sustainable outdoor clothing / circular fashion

Location

Clermont-Ferrand, France

Website

<https://www.picture-organic-clothing.com/>



Men

Women

Kids

Bags & accessories

Home • Explore

RIDE, PROTECT & SHARE

These three words represent the essence of who we are: a brand created by and for outdoor lovers who want to change the rules of their sports and protect their playground.

Picture Organic Clothing is a French outdoor apparel brand specialising in sustainable clothing for activities such as snowboarding, skiing, surfing and other outdoor sports. The company focuses on eco-design, using recycled, organic and bio-based materials to reduce environmental impact. Since its creation, the brand has aimed to combine high-performance sportswear with responsible production practices, promoting environmental protection while maintaining technical product quality.

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Background

The outdoor clothing industry relies heavily on synthetic materials, chemical treatments and resource-intensive production processes. Many technical garments require waterproof coatings, synthetic fibres and complex manufacturing systems that can have significant environmental impacts.

Picture Organic Clothing was founded in **2008 by three French entrepreneurs – Julien Durant, Vincent André and Jérémy Rochette**. The founders wanted to create a clothing brand that combined their passion for outdoor sports with strong environmental values.

From the beginning, sustainability was included in the company's strategy, with the aim of designing technical outdoor gear that reduced environmental impact while remaining accessible to consumers. Over time, the brand has grown into an internationally recognised outdoor clothing company.

The Problem

Traditional clothing production often follows a linear model: raw materials are extracted, products are manufactured, sold and eventually discarded. This approach contributes to significant environmental challenges.

The outdoor apparel sector in particular faces several sustainability issues:

- Heavy reliance on petroleum-based synthetic fibres
- Large amounts of water and energy required during textile production
- Chemical treatments used for waterproofing and durability
- Increasing textile waste caused by short product lifetimes

These factors mean that clothing production contributes to greenhouse gas emissions and resource depletion. Addressing these challenges requires new approaches to design, materials and manufacturing.

The Solution

Picture Organic Clothing aims to reduce the environmental footprint of outdoor apparel through **eco-design and sustainable material choices**.

Key elements of the company's approach include:

Recycled and organic materials

The brand uses recycled polyester made from plastic bottles and organic cotton in many of its products. This reduces reliance on virgin raw materials and lowers environmental impact.

Bio-based fabrics

Some garments incorporate plant-based materials such as castor oil or sugar-cane-based fibres, which provide alternatives to petroleum-based textiles.

Chemical reduction

The company has removed harmful **PFC chemicals** from its water-repellent treatments, replacing them with safer alternatives.

Sustainable design

Products are designed to be durable and repairable so they last longer, reducing the need for frequent replacement.

How the Model Works

Picture Organic Clothing integrates sustainability across its entire product life cycle.

1. Designers select recycled, organic or bio-based materials for new garments.
2. Manufacturing partners produce clothing using environmentally responsible processes.
3. Products are designed to be durable and suitable for long-term outdoor use.
4. The brand offers repair support and encourages responsible use to extend product life.

The company also works to increase transparency around production processes and supply chains so customers can better understand the environmental impact of their clothing.

New Collection

Where we Belong - SS26



The Impact

Picture Organic Clothing has become one of the leading sustainable brands in the outdoor clothing sector.

Some key achievements include:

- A large proportion of fabrics made from recycled or organic materials
- Removal of harmful PFC chemicals from technical clothing lines
- Development of innovative materials derived from recycled plastic bottles
- Recognition as a **certified B Corporation**, demonstrating high environmental and social standards.

The company has also expanded globally, with its products now sold in many countries and used by outdoor sports enthusiasts around the world.

Business Model

Picture Organic Clothing combines sustainability with a performance-focused outdoor apparel business.

Revenue is generated through:

- sales of technical outdoor clothing such as ski jackets, snowboarding gear and outdoor apparel
- partnerships with sports retailers and specialist outdoor stores
- global distribution through online and physical retail channels

The company positions sustainability as a core part of its brand identity, attracting consumers who want environmentally responsible outdoor gear.