Retail Innovation Shout Out: Everlane, a “Radically” Transparent Retailer

by Hala Hassoun

The online retailer Everlane entered the apparel market in 2011 with a simple objective: to be radically transparent about its products. The company gained significant attention when it began listing out the costs that went into producing its garments. By providing a clear cost breakdown of an item, the company showed customers that the price they were paying was only double what it cost to make - significantly lower than a typical retail markup, which can be up to eight times the original cost.

Everlane’s most recent push for transparency has focused on sourcing. The company is once again separating itself from the retail pack by becoming more transparent about its suppliers. The company is also devoted to ethical and responsible sourcing and its website has an entire page devoted to its suppliers. There, you can find a list of all mills and factories that produce the merchandise on the Everlane site. So if you’re thinking about buying the Seed Stitch Raglan sweater, you can learn about the three-story factory in Dongguan China that produced it, read about the factory’s owner, and browse through pictures of the factory and its workers.

At a time when consumers are becoming increasingly concerned about where their garments are being made, Everlane’s open and honest display of suppliers stands in stark contrast to retailers that claim responsible sourcing, yet make no effort to prove it.

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