



## Carhartt Case Study

# How Carhartt Reworked Expanded from 6 Stores to a Nationwide **Omnichannel Resale Program** in Just 4 Months

**Rapid Scalability:** Carhartt expanded from a 6-store pilot to nationwide coverage in just **4 months**, showcasing the flexibility and efficiency of Trove's platform.

**Sustainability Impact:** Over **56,000 items** have been sold and kept out of landfills through the Reworked program, aligning with Carhartt's commitment to sustainability.

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*We wanted a partner who could help us build a resale model that aligns with who we are as a brand— durable, long-lasting, and built for hardworking people. Trove gave us the ability to roll out a resale solution that's seamless for customers, whether they're returning items in-store or by mail.*

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Todd Corley, Senior Vice President of Inclusion, Sustainability, and Community at Carhartt

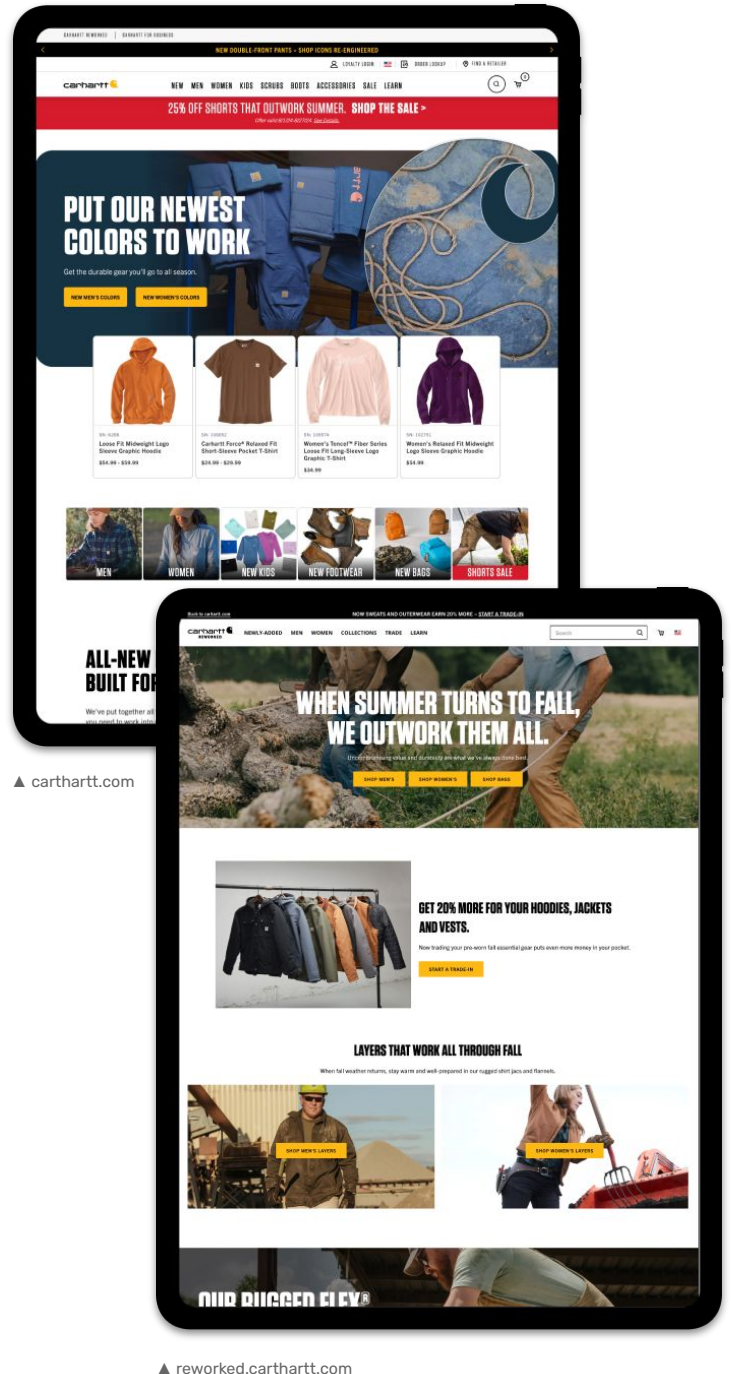
## The Challenge:

# Extending the Life of Durable Workwear

Carhartt, a legacy brand known for its rugged and durable workwear, has consistently delivered high-quality products for over 135 years. As customer demand for sustainability grew and to align with their internal sustainability goals, Carhartt saw an opportunity to extend the life of its products through a resale initiative. In March 2023, they partnered with Trove to launch the Carhartt Reworked program, which started as a pilot in 6 U.S. stores and scaled into a nationwide resale program in just **4 months**.

Carhartt sought to balance its reputation for producing rugged, long-lasting gear with the increasing demand for environmentally conscious practices. Their goal was to minimize waste, drive lifetime value of existing customers and attract a new customer segment through a circular commerce model, all while maintaining the brand's core identity of durability. To achieve this, Carhartt needed a resale provider that could:

- Launch a pilot program to test market demand and consumer interest.
- Enable rapid scalability across multiple locations easily and seamlessly.
- Ensure operational efficiency, with condition grading aligned to Carhartt's high standards.
- Develop an omnichannel resale solution, providing flexible options through in-store trade-ins, mail-in programs, and a dedicated resale site.
- Create a resale site experience that stayed true to Carhartt's brand vision and values.



*Carhartt Reworked is an extension of our commitment to deliver the durability and reliability that hardworking people know and love, while reducing our environmental footprint. With the help of Trove's expertise in circular business and recommerce, we're able to keep Carhartt products in use longer, out of landfills, and in the hands of people who need it.*

Gretchen R. Valade, Director of Sustainability at Carhartt



# The Solution: Seamless Scalability with Modular Recommerce Technology

Trove's Recommerce Technology served as the backbone of the Reworked program, offering the flexibility needed to scale from a small pilot to a nationwide initiative with ease. Its modular design allowed Carhartt to test the market and easily expand without overhauling operations.

## Key Technology Features That Support Scalability:

### Condition Grading

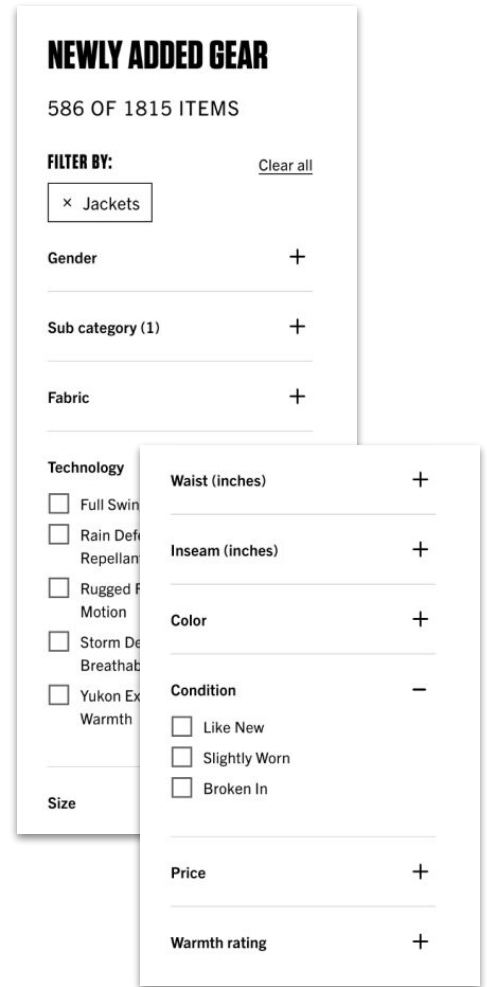
**Technology:** Ensured only items meeting Carhartt's strict quality standards were resold, automating and standardizing the grading process to maintain product quality.

### Inventory Management:

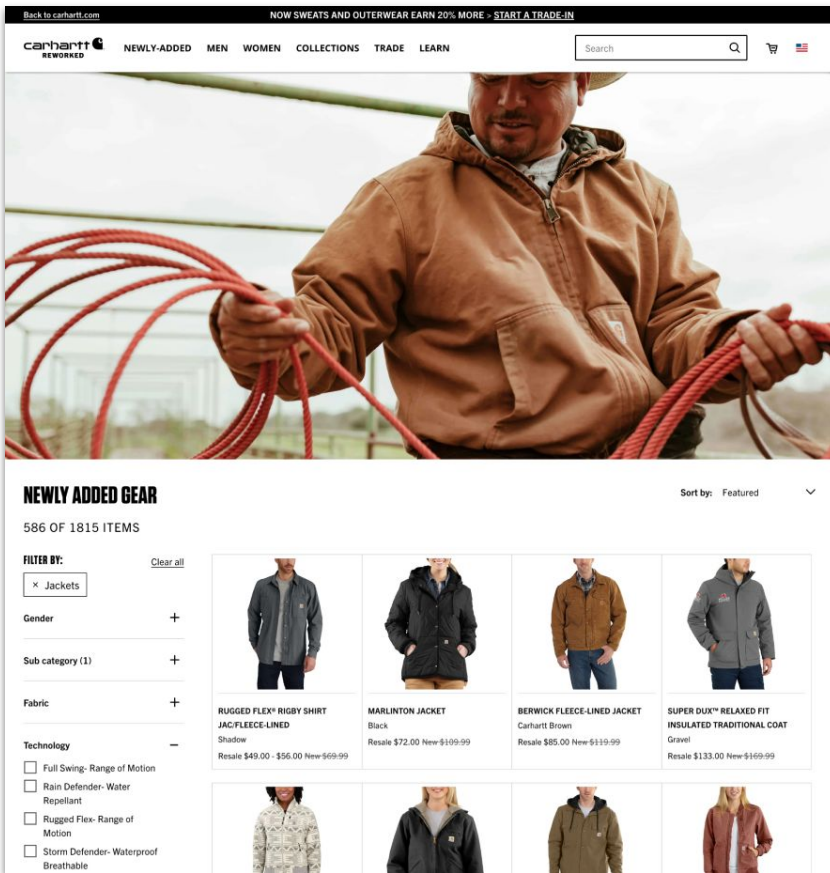
Tracked items from in-store and digital trade-ins through every stage of collection through resale ensuring consistency and operational fluidity.

### Omnichannel Integration:

Enabled customers to interact with the program both online and in-store, ensuring easy and seamless transitions and consistency across all channels.



▲ Products that meet resale standards are easily discoverable through filters, streamlining the shopping experience and minimizing customer effort.



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*In just under two years, we went from concept to launching a full-scale resale program. It's been fast, but with the right partner like Trove, we've been able to do it while maintaining our brand's integrity and quality.*

Todd Corley, Senior Vice President of Inclusion, Sustainability, and Community at Carhartt

◀ Product listing pages can include all the features of traditional e-commerce pages, ensuring a smooth and seamless shopping experience.

**The Solution:**

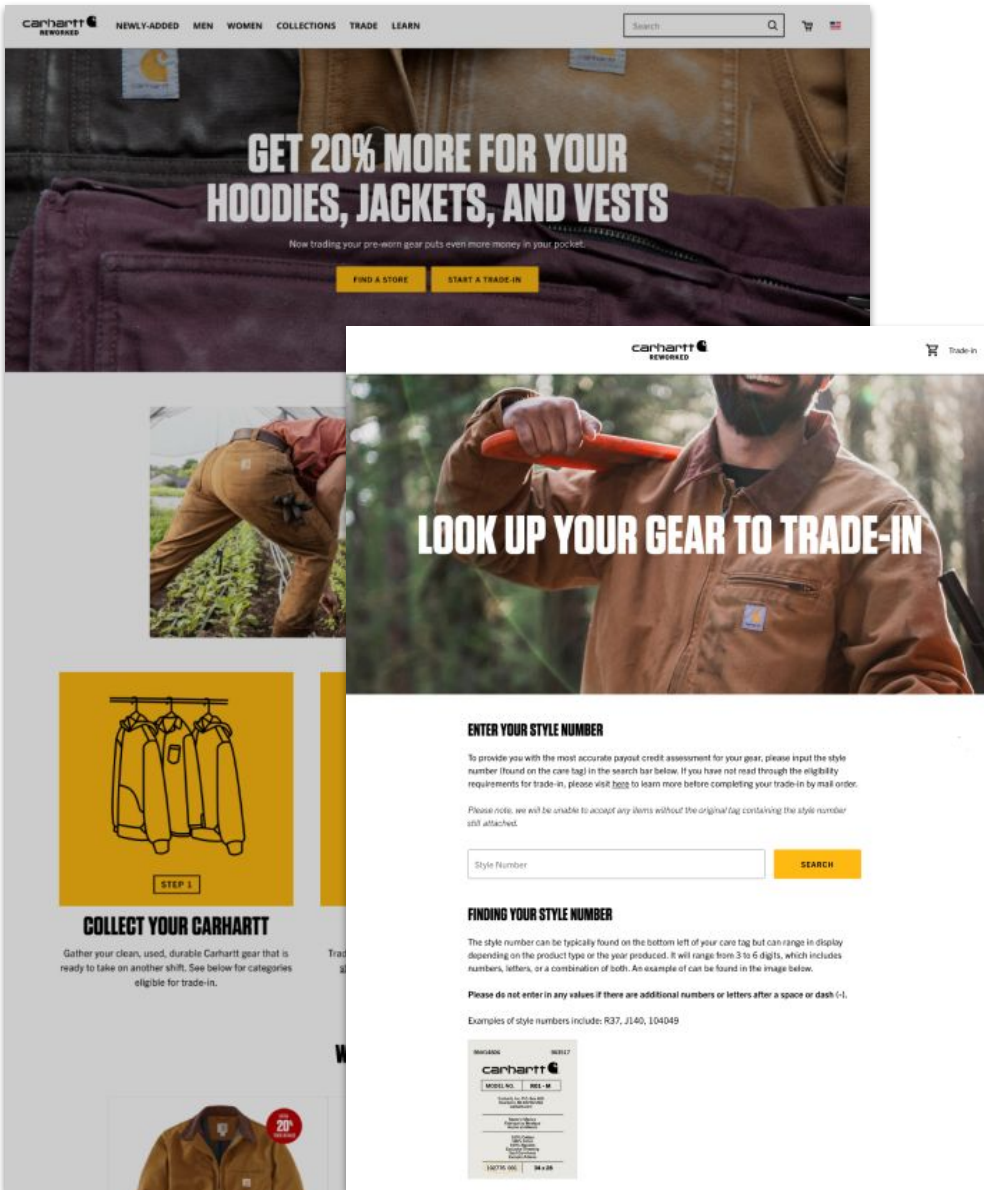
# Omnichannel Resale Capabilities to Meet Customers Where They Are

A key challenge for any brand considering resale is making the program accessible to customers, no matter how or where they shop. With Trove’s technology, Carhartt was able to deploy a truly omnichannel approach across the customer journey, making it easy for customers to participate in resale anytime and anywhere:

**In-Store Trade-In:** Customers could bring gently used Carhartt gear to Carhartt company owned stores across the U.S. (excluding Factory locations), and receive digital gift cards redeemable online or in-store, integrating physical locations into the circular shopping experience.

**Mail-In Trade-In:** For added convenience, Carhartt introduced a mail-in option, expanding reach and ensuring all customers could participate.

**Dedicated Resale Website:** Carhartt launched a dedicated Reworked site, offering a branded, cohesive shopping experience for gently used items.



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*When we thought about how to get into the resale market and make sure our products had another life, we went to the best. Trove helped us figure out how to do this in a smart and seamless way for both us and our customers.*

Todd Corley, Senior Vice President of Inclusion, Sustainability, and Community at Carhartt

◀ Specialized landing pages guide customers through the various trade-in and resale purchasing channels, making it simple and easy for them to participate.

## The Solution:

# Seamless Commerce Experience: Integrating Resale with Carhartt's Core Brand

Trove's advanced technology allows Carhartt to offer customers a seamless shopping experience across both new and gently used products, integrating the resale platform smoothly with the mainline website.

### Key Features Include:

**Easy Navigation:** Customers can easily navigate between the main Carhartt site and the Reworked platform, ensuring a consistent shopping experience.

**Advanced Browsing Options:** Filters for color, collection, fabric type, condition, warmth rating, are pulled from Carhartt's catalog to be consistent with the brands approach to mainline shopping experience.

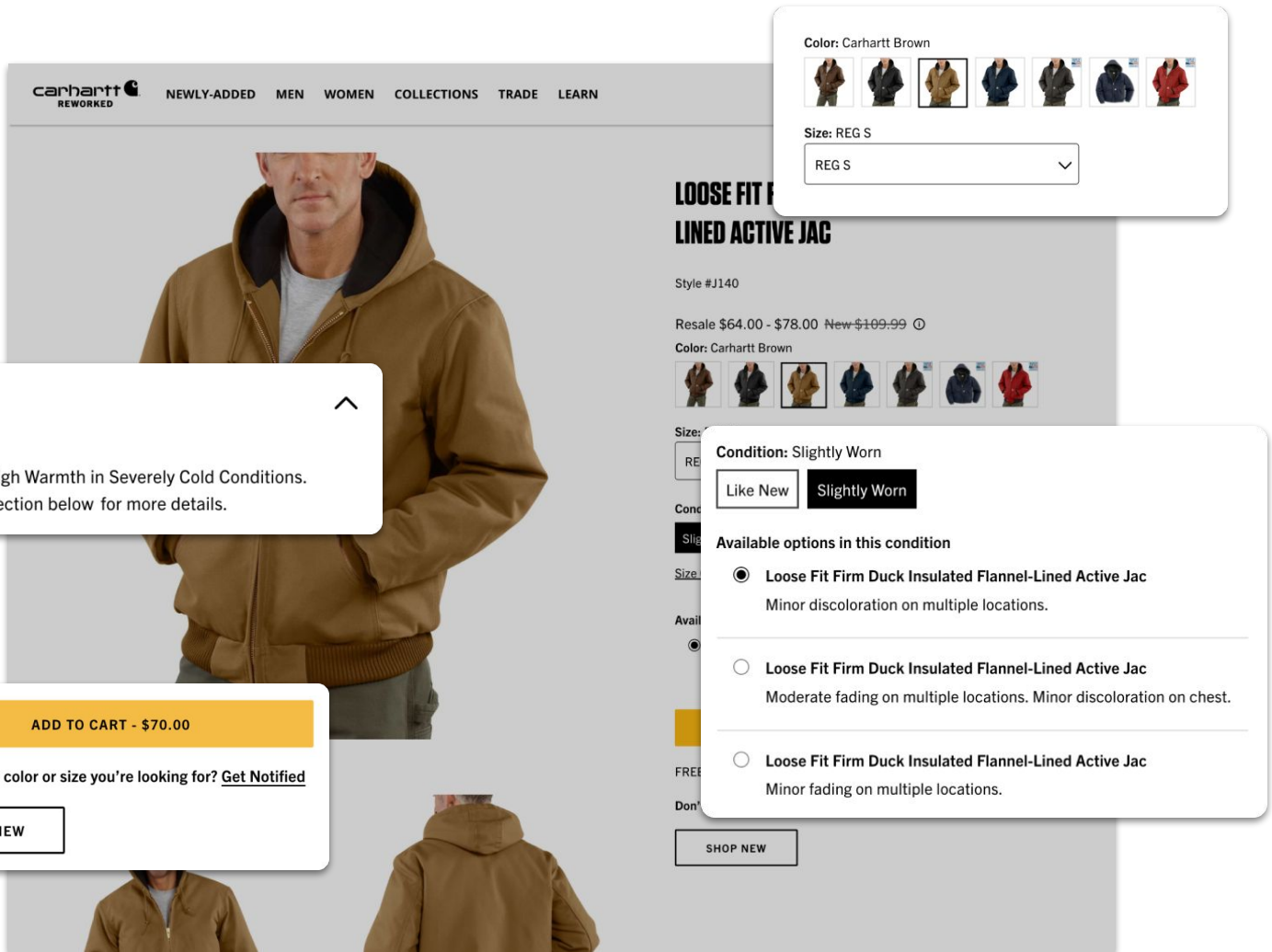
**Transparency on Product Condition:** Detailed condition descriptions build trust in gently used items, giving customers confidence in their purchases.

**Familiar Shopping Experience:** The resale ecommerce experience mirrors the ease of buying new products, with product descriptions, images, and filters pulled from a brands product catalog making it an easy transition for customers.

**Interested in learning how Trove can help your brand scale a successful resale program?**

Reach out today to explore how our platform can help you achieve sustainability goals while driving customer loyalty and growth.

TROVE.COM



**DESCRIPTION**

Engineered For High Warmth in Severely Cold Conditions. See Technology section below for more details.

ADD TO CART - \$70.00

Don't see the color or size you're looking for? [Get Notified](#)

SHOP NEW

Condition: Slightly Worn

Like New Slightly Worn

Available options in this condition

- Loose Fit Firm Duck Insulated Flannel-Lined Active Jac  
Minor discoloration on multiple locations.
- Loose Fit Firm Duck Insulated Flannel-Lined Active Jac  
Moderate fading on multiple locations. Minor discoloration on chest.
- Loose Fit Firm Duck Insulated Flannel-Lined Active Jac  
Minor fading on multiple locations.