

# CLIENT CASE STUDY

## HATCH

### SoHo, NY



**“Shannon has such an incredible wealth of knowledge that you just want to learn from her. She knows how to identify what changes you can actually implement without too many roadblocks or costs. She also provided evidence of why we should make specific changes – such as switching from plastic to home-compostable bags for shipping all of our online orders. The evidence she provided us with made it so easy to pitch sustainable ideas to our CEO.**

**Thank you!!”**

– Chloe Guss, Senior Manager of Sourcing  
and Production at Hatch Collection

## overview

The Senior Manager of Sourcing and Production at HATCH wanted my help with two important aspects of the HATCH brand:

- 1) Being a trusted resource for their customers
- 2) Standing out as an innovative and disruptive brand

I tackled these goals by zeroing in on sourcing quality, chemical-free materials that their customers could trust, as well as by using sustainability as the foundation for their mission.

## process

I completed a site visit at HATCH's headquarters, where I had an in-depth session with their Senior Manager of Sourcing and Production. As we toured their HQ, I observed and recorded all aspects of their office and e-commerce operations, as well as spoke to employees throughout the company. Site visits are so crucial for understanding a company from the inside out, as they enable me to extract nuggets of information that could not be discovered otherwise.

Throughout the site visit, my intent was to look for opportunities throughout their supply chain as well as areas in their daily operations to improve their sustainability. In addition, my goal was to identify marketing opportunities to seamlessly blend sustainability into their core mission. I surveyed areas such as packaging, fabric selection, shipping, office amenities, energy and water usage, waste management, and company culture.

Following my visit, I prepared an in-depth assessment of my observations, along with suggestions that HATCH could execute on their own timeline. The assessment laid out clear solutions and opportunities for improving their sustainable footprint, from customer-facing aspects to behind-the-scenes operations.

## **solutions**

### **Shipping/Materials:**

- Replacing plastic poly bags with home-compostable bags for all of HATCH's online deliveries as well as orders that were shipped from their fulfillment center to their store.
- Offering carbon neutral shipping for online orders and worked towards having all HATCH operations be carbon neutral.

### **Office Protocols/Systems:**

- Switching to a hand-dryer for the office bathroom instead of paper towels to reduce paper waste.
- Starting a 3-bin system for waste (1 for trash, 1 for recycling and 1 for organic waste) to divert as much waste from going to the landfill as possible.
- Identifying compostable/reusable supplies for employees to eat with and to have at company events.

## **creative problem solving**

We discussed ways HATCH could incorporate sustainability into its company culture, so that it wasn't just about making surface changes, but also something that would be an integral part of the company from the inside out.

It was important for the entire team to understand why these changes were going to be implemented, and how they tied into the HATCH mission of being a disruptive and innovative brand. In addition, it was also important to communicate to the team how sustainability could support HATCH's mission of being a powerhouse within the fashion industry.

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