



## FLIPPING THE BIRD TO FAST FASHION, OATLY DROPS RERUNS: IT'S FIRST EVER LIMITED-EDITION COLLECTION OF ARTIST-REIMAGINED, VINTAGE DENIM JACKETS

October 18, 2021

With a New Spin on Merch, Global Oatmilk Company Says Pre-Loved is Just as Good as New, and Way Better for the Planet

**Malmö, Sweden, October 18, 2021** – Oatly, the world's original and largest oat drink company on a mission to make it easy for people to eat better and live healthier lives without recklessly taxing the planet's resources, today dropped a new, experimental merch initiative for their biggest oat-obsessed fans called ReRuns. With the world of branded merch hotter than ever, Oatly asked itself a simple question, "why have we been selling new clothing; is there a more environmentally friendly way to let people show their support for the plant-based revolution?" Prioritizing sustainability, while still enabling fans to celebrate switching from cow's dairy to oats, the company is piloting a new program that gives renewed life to items already in circulation, instead of selling merch made from new products or materials. ReRuns, which is launching with limited availability in North America, offers a mix of pre-loved t-shirts and limited-edition, one-of-a-kind vintage denim jackets through [Oatly.com](https://oatly.com).

Taking a creative and community-driven approach, Oatly tapped a group of rising female artists to put their own oat-loving, plant-forward spin on a collection of vintage denim jackets. The artists include: [Stephanie Santana](#), [Lindsey Made This](#), [Jessica Warby](#), [Nicole Chui](#), [Ellen Jong](#), [Emma Hall](#), [Danica Pantic](#), [Mary Kate McDevitt](#), [Cymone Wilder](#), and [Ann Chen](#). All proceeds will benefit [The Lower Eastside Girls Club](#) (LESGC), a non-profit connecting young women and gender-expansive youth in NYC to healthy and successful futures through free, innovative programming and mentoring. An extra reason to love LESGC: Plant-based after-school meals grown on their rooftop garden and programs focused on environmental justice learning and activism.

"Our awesome crew of Oatly evangelists have always been front and center, helping us spread the gospel that plant-based is better for the planet, and we've heard from them loud and clear that they want our merch," said Heidi Hackemer, Executive Creative Director, Oatly North America. "However, it wouldn't be Oatly if we didn't find ways to constantly improve and strive to make everything we do and put out into this world, environmentally thoughtful. Through this experiment, we're able to provide a handful of artists we love a platform to bring their talents to our Post Milk Generation fanbase, while also supporting a remarkable organization and lowering the impact of our merch. We think it's a win-win-win. But if we're proven otherwise, well, at least we tried."

Beginning Monday, October 18, through Friday, October 22, two Oatly-inspired, vintage denim jackets will drop each day and will be available for purchase at [Oatly.com](https://oatly.com). Get 'em while they're hot! Jackets are sold first-come, first serve for \$250. In December, Oatly will drop its second limited-edition release: a series of one-off, Oatly inspired, vintage holiday sweaters, designed by a new set of hand-picked artists.

For fans looking for more options to rep the Post Milk Generation, upcycled t-shirts (supplied by and in partnership with [Goodfair](#)) emblazoned with one of *five* of Oatly's power statements will also be for sale. T-shirts will be sold at cost, for \$18-24.

### About Oatly

We are the world's original and largest oat drink company. For over 25 years, we have exclusively focused on developing expertise around oats: a global power crop with inherent properties suited for sustainability and human health. Our commitment to oats has resulted in core technical advancements that enabled us to unlock the breadth of the dairy portfolio, including alternatives to milks, ice cream, yogurt, cooking creams, and spreads. Headquartered in Malmö, Sweden, the Oatly brand is available in more than 20 countries globally. For more information, please visit [www.oatly.com](https://www.oatly.com)

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