

For Immediate Release

Contact Information:

Sun Devil Campus Stores / Follett Higher
Education
Ericka Pinon
eapinon@asu.edu



Release Date:

For Immediate Release

Wearing Values: ASU’s Gen Z Students Reshaping Sustainable Fashion with Refried Apparel

Arizona State University partners with a company to turn potential landfill waste into trendy campus style.

TEMPE, AZ (February 6, 2026) — Arizona State University prides itself on making sustainability more than just a trend, and instead a generation-defining value. With more than 124,000 undergraduate students, a majority who are Gen Z (ages 14-29), ASU is home to a student body that can demonstrate its commitment to ethical uses and values.

One example is ASU Sun Devil Campus Stores’ partnership with Refried Apparel, which is resonating deeply with students. The collaboration transforms outdated ASU merchandise and old athletic uniforms into one-of-a-kind, handcrafted apparel and only sold in-store.

At ASU, where 93% of students express interest in sustainability, Refried Apparel offers a solution that doesn’t require students to sacrifice quality or affordability.

“Gen Z wants to make sustainable choices and Refried Apparel is exactly what students are looking for when thinking green,” Marketing Engagement Specialist Ariana Pirante said.

The partnership launched in late 2024, and Sun Devil Campus Stores’ first order alone diverted over 400 pounds of clothing from landfills. Each upcycled piece is handcrafted and available at all ASU Sun Devil Campus Stores, with items ranging from hoodies to tote bags to denim jackets and scrunchies.

The collaboration aligns with ASU’s and Follett’s broader commitment to sustainability. ASU has ranked #1 in the U.S. by the Association for the Advancement of Sustainability in Higher Education for three years. The university also has a Zero Waste initiative that helps alongside Refried’s efforts.

For younger students at ASU, wearing Refried Apparel isn't just about showing school spirit and pride. It is also about living their values through everyday choices.

"We turn fashion waste into unique one-of-a-kind apparel, avoiding landfills and reducing harmful carbon emissions from incinerators - key contributors to climate change. And, with every product we create, we're conserving natural resources and protecting our planet," founder and co-owner of Refried Apparel, Lisa Litos, said.

Every Refried Apparel purchase comes plastic-free. Since Sun Devil Campus Stores eliminated plastic bags from their stores in 2022, over 150,000 bags have been kept out of landfills each year. Students can acquire reusable totes at checkout to support ASU's mission to reduce single-use plastic across campus.

About ASU Sun Devil Campus Stores:

ASU Sun Devil Campus Stores operates multiple retail locations across ASU's campuses, serving gathering places where students connect and build community. The stores provide official ASU merchandise, textbooks, technology, and supplies while supporting student life and campus traditions.