

THE NAKED TRUTH ABOUT DENIM

FALL NU D IE JEANS

2014



THE  
NAKED TRUTH  
ABOUT DENIM



NUDIE JEANS FALL 2014

Nudie Jeans co

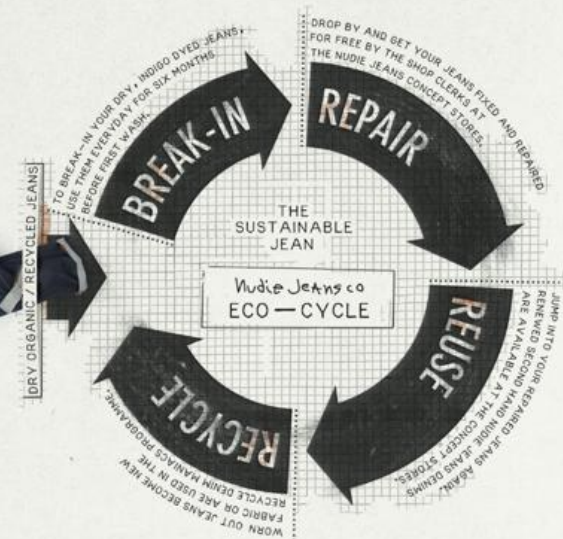
# Ansvar från fiber till återvinning

Organic and/or recycled cotton plus social responsibility; with these elements as two of the cornerstones in Nudie Jeans' product development, we strive to reduce our footprint, environmentally as well as socially.

REDUCING ENVIRONMENTAL FOOTPRINT BEFORE SALES

ORGANIC COTTON  
RECYCLED COTTON  
SOCIAL RESPONSIBILITY

A HIGH QUALITY  
PRODUCT  
MADE IN  
A FAIR WAY



REDUCING ENVIRONMENTAL FOOTPRINT AFTER SALES

A pair of jeans following the steps of the Eco-Cycle reduces the environmental footprint also after it has left the shop.



# Break in – tvätta inte, få snyggare jeans

IT ALL STARTS WITH A PAIR OF DRYS



WEAR YOUR DRYS  
FOR AT LEAST



MONTHS  
BEFORE LAUNDRY



THE TOUCH, SMELL AND DEEP BLUE SHADE OF RAW, UNWASHED DENIM FABRIC IS EVIDENCE OF TRUE CRAFTSMANSHIP. AND IT'S THERE, IN THE DRY DENIM AND IN THE SUBSEQUENT ACT OF BREAKING-IN A PAIR OF DRY DENIMS THAT THE HEART OF NUDIE JEANS LIES.



# Repair shops och repair kits



## NUDIE JEANS REPAIR SHOP

INSTEAD OF THROWING THE JEANS IN SMALL PILES IN THE CORNER WAITING TO BE REPAIRED OR COLLECTED, THEY ARE HUNG UP AND DISPLAYED ON THE MOST VISIBLE WALL IN THE STORE. THE CONCEPT BECOMES A KIND OF **LIVING GALLERY**, WHERE CUSTOMERS CONTRIBUTE FOR SHORT PERIODS WITH THEIR PAIRS OF WORN-OUT, MUCH-LOVED JEANS.



*Repairing*  
**IS CARING**

- WE WILL GLADLY REPAIR YOUR WELL-LOVED NUDIE JEANS FOR FREE!
- IF YOU NO LONGER LOVE THEM YOU CAN RETURN THEM TO US FOR 20% OFF A NEW PAIR OF JEANS.
- WE WILL REPAIR AND WASH YOUR PRE-LOVED JEANS THAT WILL BE RESOLD IN OUR REDESIGNED AND SECOND HAND PROGRAM.
- THIS IS TRUE!



# Reuse – kläder och inredning



NUDIE JEANS SPRING SUMMER 2014



# Recycling



## TEARING IT APART TO GET IT TOGETHER

**COTTON FIBRES** ACTUALLY LAST MUCH LONGER THAN WE NORMALLY TEND TO USE, OR WEAR THEM.



**2007**  
RECYCLE  
DENIM MANIACS

In 2007, Nudie Jeans started the Recycle Denim Maniacs programme, in which a number of textile students were chosen to create new designs out of old, worn-out jeans.



**2011**  
RECYCLED  
JEANS



Old worn-out jeans are cut into pieces

The pieces are milled down to a cotton-like pulp and then pressed together into bales.

The pulp is fed through chutes that align the fibres into a thin web. The web of fibres is then drawn through a funnel-shaped device, providing a soft, rope-like strand.

When the yarn is dyed and the fabric is woven only cutting and sewing remains before the jeans are ready.



New organic cotton is added to provide more strength as pure recycled yarn easily breaks when weaved. The strands are drafted even more thinly and a gentle twist is added as the first step in spinning of yarn.



**2013**  
RECYCLED  
RUGS

The denim is cut down to serrated strips.

The strips are rolled up on spools and then woven by hand on a manual shuttle loom.





# Hitta lösningar som minskar miljöpåverkan

## NUDIE JEANS BOOTS

MADE IN SWEDEN  
FROM VEGETABLE TANNED LEATHER



The spillage from the shoe production is reused as back patches for the dry denims.



WE NEVER THOUGHT ABOUT MAKING SHOES. THE IDEA CAME TO US WHEN WE TALKED TO THE SHOEMAKER ABOUT USING THE EXCESS LEATHER AND SPILLAGE FROM THEIR PRODUCTION LINE TO MAKE LEATHER PATCHES FOR OUR DRY JEANS





# Fairtrade-certifierad bomull





# Öppna för granskning





# NUDIE JEANS PRODUCTION GUIDE

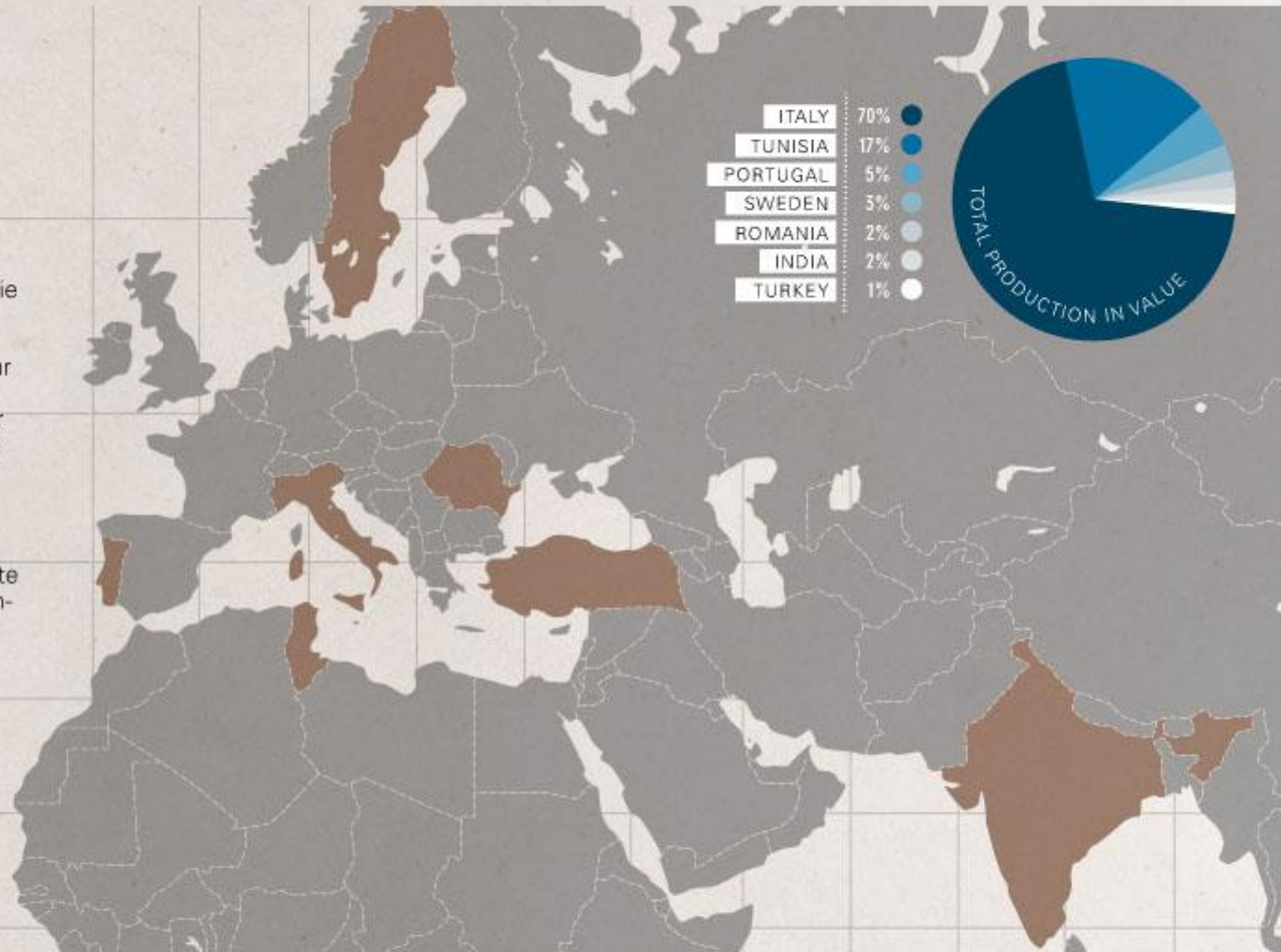
Our production is based on the Nudie Jeans philosophy and our environmental and social policies.

The map shows the locations of our production. Click on each product group below to read more about our main suppliers. In the event of main suppliers using subcontractors located in other countries, you find that information in the text.

This production guide is a work in progress and we continuously update information on suppliers and subcontractors.

AUDIT PROCEDURES /  
MATERIAL & TRANSPORT

START  
BELOW



JEANS



KHAKIS



JACKETS



SWEATERS



SHIRTS



TEES



BACKBONE



ACCESSORIES

YOUR JEANS GO  
WHERE YOU GO  
THEY LIVE YOUR LIFESTYLE  
THEY GET ABRASIONS



# Levnadslöner i Indien

LIVING WAGES

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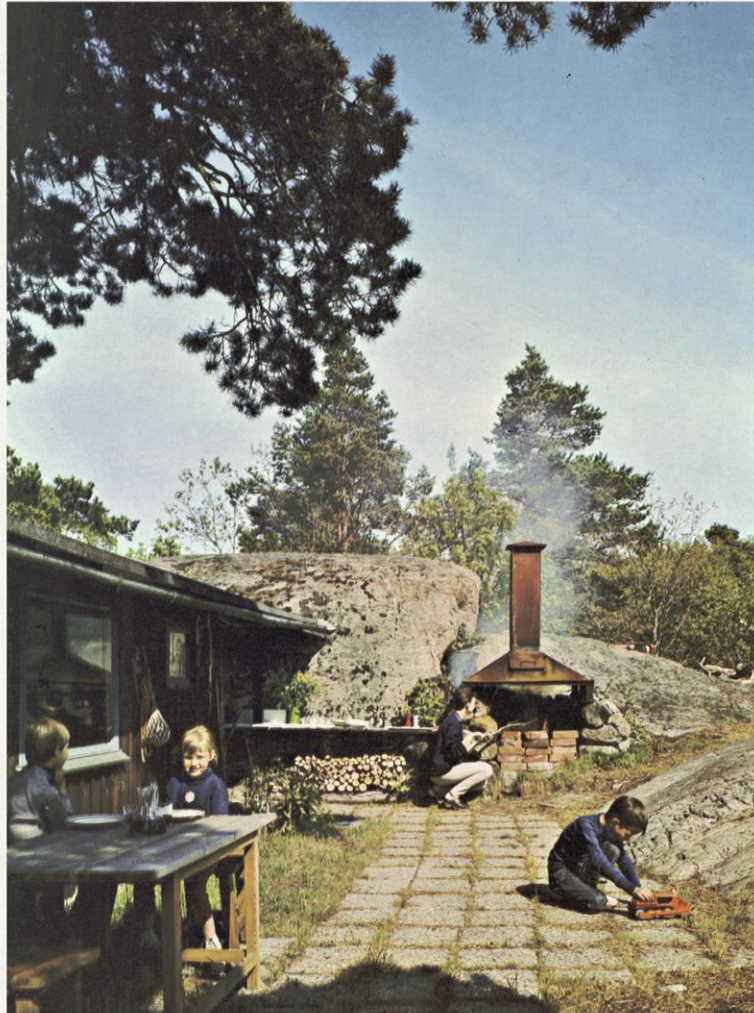




# Utmaningar

- Återvinna bomull
- Få tillbaka våra jeans
- Utöka levnadslönsprojektet
- Säkra våra mindre produktgrupper





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Tack!