

Closing the loop – The world's first blanket made with recycled Nudie Jeans.

Wouldn't it be great if we could use local resources to close the textile loop with waste coming from used Nudie Jeans that have been handed into our stores?

In 2019, the CEO of Nudie Jeans Australia, Bryce Alton, met with Andrew Cuccurullo from sustainable textile designers Waverley Mills at the Legacy Summit in Sydney. The summit is a sustainability forum where producers, industry partners, and consumers can all meet under one roof.

Waverley Mills had the technology to be able to shred post-consumer Nudie Jeans, blend it with locally produced wool and recycled polyester to create a new product. What was left to do but try?

"This was a huge opportunity for us to use jeans that have been handed in from consumers that couldn't be repaired or adapted to the Nudie Jeans Re-use program. Also, a perfect occasion to see if we could collaborate with a local manufacture to create a closed textile loop in Australia."

— Bryce Alton

The result is the beautiful Ture NJ x Waverley Mills Recycled blanket. The blanket is made of post-consumer jeans, Tasmanian wool, and 15% recycled polyester. The first batch of blankets is to be released this spring.

The recycled Ture blanket will be sold exclusively at Nudie Jeans Repair Shops (Australia Only), select David Jones store and via a limited drop on nudiejeans.com (c/o Nudie Jeans members only).

Composition: 65% recycled wool including spinning & carding waste, offcuts; 20% denim, 15% polyester

Weight: 1200 grams

Size: 150 x 190cm



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