

# The Nudie Jeans Material Tool

Although organic cotton is the main material we work with, we strive to use other sustainable materials for non-denim products. In 2018, we created the Nudie Jeans Material Tool with the aim of guiding our designers and product developers to achieve Nudie Jeans' goal to work with 100% sustainable materials. The tool is a living document and in 2019 we updated it to include the fiber Kapok, as well as pulp from wood.

The Nudie Jeans Material Tool is based on Made-By's Environmental Benchmark for Fibres and the Higg Materials Sustainability Index (MSI). We have chosen these two benchmarks because they complement each other with both a clear classification (Made-By) and more detailed insight into the complexity of the impact of different types of fiber (MSI). Other benchmarks, such as Textile Exchange's Preferred Material benchmark, in which we participate annually, offer a comparable benchmark of volumes and fiber-type usage from a brand perspective. The Preferred Material Benchmark therefore provides valuable insight into industry material use, rather than serving as a fiber classification tool.

The Nudie Jeans Material Tool has three categories of sustainable fibers, all of which are defined

as sustainable by Nudie Jeans. By sorting them, we want to highlight the most sustainable and circular fibers, with the aim of pushing our development further and challenging the industry to scrutinize the definition and use of sustainable fibers.

In addition to the Sustainable categories, there is a Non-sustainable category for fibers that may be used for Nudie Jeans products that are not defined as sustainable, as well as a Do Not Use category for fibers that should not be used in Nudie Jeans products at all.

#### Sustainable Fibers

1. Scope: Recycled, recyclable, reused and biodegradable.
2. Scope: Recyclable but not biodegradable, certified virgin materials. RWS or GOTS-certified wool.
3. Scope: RWS or GOTS-certified animal hair and fibers. For leather: certified organic animal husbandry and vegetable tanning processes.

#### Non Sustainable Fibers

4. Scope: Conventional virgin fibers, highly processed chemical usage, lack of controlled animal welfare.

#### Do not use

5. See Nudie Jeans Animal Welfare Policy

Sustainable Fibers		
CLASS 1 <sup>1</sup>	CLASS 2 <sup>2</sup>	CLASS 3 <sup>3</sup>
Recycled cotton	Recycled polyester	Certified alpaca
Reused Nudie Jeans	Recycled nylon	Certified yak
Recycled wool	Certified organic cotton	Certified mohair
Traceable, organic and/or Fairtrade cotton	Certified wool	Certified organic silk
Certified organic jute	Certified organic linen	Certified and vegetable tanned leather
TENCEL™ Lyocell	Certified organic hemp	
FSC® or PEFC™ Pulp	Certified kapok	

Non Sustainable Fibers <sup>4</sup>		Do not use <sup>5</sup>
Conventional linen	Virgin elastane / spandex	Feather and down
Conventional hemp	Virgin polyester	Leather from aborted animals such as slink, karakul and Persian lamb
Conventional cotton	Virgin nylon	
Fairtrade conventional cotton	Conventional and virgin wool and animal hair	Hair from animals reared in cages
Better Cotton Initiative (BCI)	Virgin acrylic	Fur
Viscose	PLA	Leather and skin from wild-caught animals, exotic animals or vulnerable and endangered species
Bamboo viscose	Leather	
Acetate	Peace silk	Conventional silk
Modal	Cupro	Mohair and Cashmere was phased out in all Nudie Jeans products with start of collection W19

