

# Re-use

Pre-loved denim.  
Cleaned and repaired.  
Reusing saves water  
and reduces textile waste.



## Nudie Jeans launches Re-use online.

Nudie Jeans invests in reuse and starts selling their Re-use jeans online. Through second hand trading, Nudie Jeans wants to extend the life cycle of their jeans and contribute to a more sustainable consumption.

Nudie Jeans always seeks the most sustainable solution. Reusing saves even more resources than a recycling process. Nudie Jeans sells reused denim from the Re-use program in Repair Shops all around the world with the supply of these reused jeans provided via customers taking advantage of the trade-in\* option (where a 20% discount is applied on a new pair of jeans when you trade in your used denims). From here the trade-ins are repaired and then sold in the Re-use program. This procedure has been operating for two years and now it feels only natural to take the next step.

Spring 2018, Nudie Jeans will level up and launch Re-use online by offering reused jeans online for the first time ever. This will be a way for more people to make a sustainable choice and at the same time acquire a unique, one of a kind pair of jeans. In order to be able to offer a strong range of Re-use, Nudie Jeans will launch a series of drops with a limited number of jeans available for a limited period of time. To get more information about the next drops you can follow Nudie Jeans on social media or sign up to their newsletter. CEO Joakim Levin has a background in second-hand retail and sees a great advantage in the possibility to sell your own goods as second-hand.

“How many companies have the possibility and infrastructure to collect your own organic denim, fix them up and provide one of a kind re-used denim through your own channels? ”

Through offering free repairs, Nudie Jeans together with its customers saved 40 000 kilos of clothing from being thrown away and saved 345 000 tons of water during 2017 and stepping up the Re-use game will increase these numbers.

“This is another step towards closing the loop by prolonging the life of each pair of jeans we produce.” adds Joakim.

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